

# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

## April 6, 2011 AGENDA

1:00 p.m.  
City of Carlsbad  
1635 Faraday Avenue, Room 173A  
Carlsbad, CA

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### **NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

### **PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

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### **I. CALL TO ORDER** 1:00 p.m.

### **II. ROLL CALL**

**CONSENT CALENDAR:** The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

### **(C) III. APPROVE MINUTES OF MARCH 2, 2011**

To approve the minutes of the March 2, 2011 meeting of the CTBID Board of Directors.

### **(C) IV. AB 04-11-62 2010-11 CTBID RECIPIENT'S FINAL REPORTS**

Receive final reports from 2010-11 CTBID Grant Recipients

### **REPORTS AND DISCUSSION ITEMS:**

### **V. STAFF REPORT**

Staff will provide the following reports at this time:

- 1) Financial Update

**VI. AB 04-11-63 VISITCARLSBAD PROPOSAL FOR FISCAL YEAR 2011-12**

Presentation from VisitCarlsbad on their 2011-12 budget and work program.

**VII. AB 04-11-64 PROPOSED CARLSBAD REDEMPTION MARKETING DISTRICT**

Adopt Resolution 2011-2 recommending Carlsbad City Council commence legal proceeding to form Carlsbad Redemption Marketing District

**VII. NEXT MEETING**

Set date for next meeting. Agenda topics to include:

- 1) CTBID 2011-12 Budget and Annual Report
- 2) VisitCarlsbad 2011-12 contract
- 3) Election of Vice Chair

**The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.**

**GENERAL COUNSEL COMMENT**

**PUBLIC COMMENT**

**ADJOURNMENT**

# MINUTES

**MEETING OF:** CARLSBAD TOURISM BUSINESS IMPROVEMENT  
DISTRICT BOARD (Regular Meeting)

**DATE OF MEETING:** March 2, 2011

**TIME OF MEETING:** 1:00 p.m.

**PLACE OF MEETING:** Planning Conference Room, Faraday Administrative Center,  
1635 Faraday Avenue

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**CALL TO ORDER:** Chair Stripe called the Meeting to order at 1:00 p.m.

**ROLL CALL** was taken by the Deputy Clerk, as follows:

**Present:** Canepa, Nayudu, McCormick, Stripe and Becerra.  
Commissioner Stielbeling arrived at 1:05 p.m.

**Absent:** Howard-Jones.

**APPROVAL OF MINUTES:**

On a motion by Board Member McCormick, the Board unanimously approved the Minutes of the meeting held January 25, 2011.

**IV. STAFF REPORT**

Cheryl Gerhardt gave the financial update (on file in the office of the City Clerk). She said the numbers for the month of February were not available. Ms. Gerhardt told the Board that the financial report shows a 14% decrease in revenue compared to this time in 2010. She also reminded the Board that there only four months remaining in the current fiscal year to meet the projected revenue.

In response to an inquiry from Chair Stripe, Mr. Gerhardt said that approximately \$60,000 is remaining from the 2009-2010 budget.

Board Member Canepa suggested, and the Board concurred to direct staff to work with VisitCarlsbad on its budget request for next year, and to prepare a "flat budget" for Board consideration and approval.

**V. AMENDING VISITCARLSBAD CONTRACT**

Sam Ross, Executive Director of VisitCarlsbad, provided the Board with a detailed plan (on file in the Office of the City Clerk), regarding the expenditure of funds for group marketing that were originally intended for San Diego North Convention and Visitors Bureau, per the Board's request from its January 25, 2011 meeting. Mr. Ross explained that costs for the proposed plan are less than the amount allocated in the agreement.

Board Member McCormick requested the Board consider an additional reduction of funds in the VisitCarlsbad proposal due to a potential deficit in the budget at the end of the fiscal year.

On a motion by Board Member Becerra, the Board voted to approve the amendment to the VisitCarlsbad agreement. AYES: Stripe, Canepa, Naydud, Stielbeling, Becerra. NOES: McCormick.

#### **VI. DISCUSSION ITEMS**

At the request of Chair Stripe, General Counsel Ron Ball explained the procedure to increase the District assessment. Mr. Ball referred to a memorandum dated February 11, 2011 (on file in the Office of the City Clerk), that explained the process.

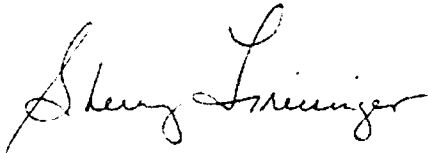
Discussion ensued among Board Members regarding the assessment increase procedures and potential marketing of a proposed increase to those in the District. General Counsel Ball informed the Board he would research voting rules of the procedure.

At the suggestion of Board Member Becerra, the Board concurred to table the discussion of a potential increase in the CTBID assessment to a later date.

#### **VIII. NEXT MEETING**

The Board scheduled its next meeting for April 6, 2011 at 1:00 p.m.

By proper motion, the CTBID Board Meeting of March 2, 2011 adjourned at 1:53 p.m.



SHERRY FREISINGER  
Deputy Clerk





## **CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL**

<b>AB#</b>	<b>04-11-62</b>	<b>2010-11 CTBID Grant Recipient's Final Reports</b>	<b>CTBID STAFF</b>
<b>MTG.</b>	<b>4-6-11</b>		<b>GENERAL</b>
<b>DEPT.</b>	<b>City Mgr</b>		<b>COUNSEL</b>

### **RECOMMENDED ACTION:**

Receive final reports from 2010-2011 CTBID grant recipients.

### **ITEM EXPLANATION:**

At its 3-18-08 meeting, the CTBID board established a formal grant program. The objectives of the grant program are to:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

The CTBID Board appropriated \$20,000 in their 2010-11 budget to fund these grants. The following amounts were awarded: \$6,000 to In Motion Events, the producers of the Carlsbad Marathon), \$4,000 to ArtSplash, the producers of an annual two-day arts and music festival in Carlsbad , and \$10,000 to the Mercury Insurance Open Tennis Tournament held at La Costa.

A requirement of the grant is that the recipient must submit a final report detailing how the money was spent and the results of the event. Attached at Exhibits 1, 2 and 3 are the final reports from each of the grant recipients.

### **FISCAL IMPACT:**

The CTBID 2010-11 Budget contains an appropriation of \$20,000 for CTBID Grants. No further appropriation is required.

### **ENVIRONMENTAL IMPACT:**

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

**EXHIBITS:**

1. Final Report from ArtSplash
2. Final Report from In Motion Events.
3. Final Report from the Mercury Insurance Open

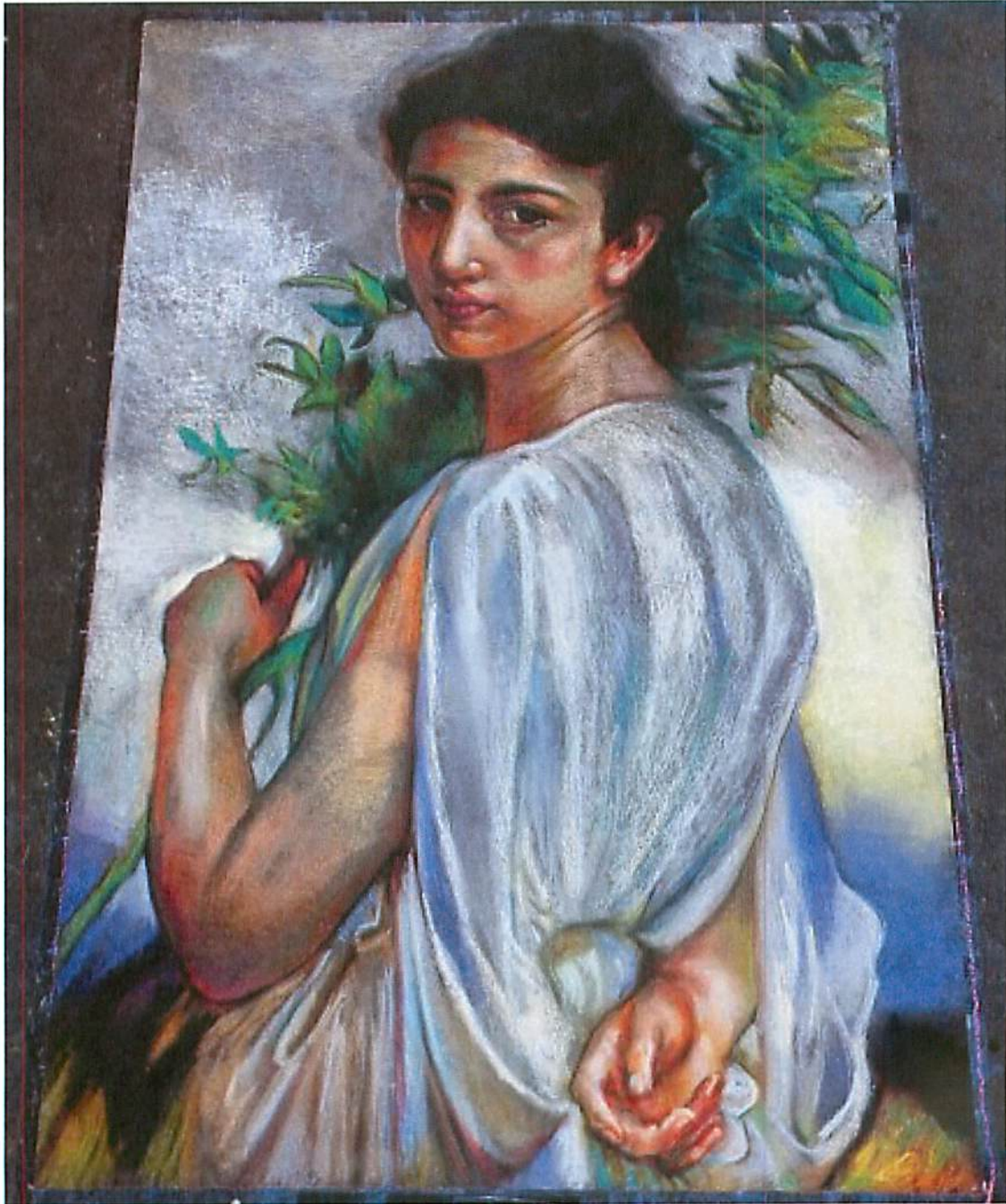
DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2409, [cgerh@ci.carlsbad.ca.us](mailto:cgerh@ci.carlsbad.ca.us)

<b>FOR CITY CLERKS USE ONLY.</b>				
<b>BOARD ACTION:</b>	<b>APPROVED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE SPECIFIC</b>	<input type="checkbox"/> _____
	<b>DENIED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE UNKNOWN</b>	<input type="checkbox"/>
	<b>CONTINUED</b>	<input type="checkbox"/>	<b>RETURNED TO STAFF</b>	<input type="checkbox"/>
	<b>WITHDRAWN</b>	<input type="checkbox"/>	<b>OTHER – SEE MINUTES</b>	<input type="checkbox"/>
	<b>AMENDED</b>	<input type="checkbox"/>		

# 8<sup>th</sup> Annual ArtSplash

A Chalk Art Festival to Benefit Arts and Music in North County Schools

September 25-26, 2010



Chalk artist Lori Escalera



Cheryl Gerhardt  
City of Carlsbad  
1635 Faraday Ave.  
Carlsbad, CA 92008-7314

Dear Cheryl,

I would like to thank the CTBID for their support of ArtSplash 2010. Over thirty thousand people attended the two day event along with 135 chalk artists, fine art vendors, street entertainers and hands on performers.

We had a tremendous amount of press, from television, newspaper and radio. The community also supported ArtSplash in many ways – through volunteerism and sponsorship. I am enclosing our program for your review.

Thank you for making this grant possible for Artsplash. Please feel free to contact me with any questions you may have.

Sincerely,

*Joni Miringoff*

Joni Miringoff  
ArtSplash Chairperson



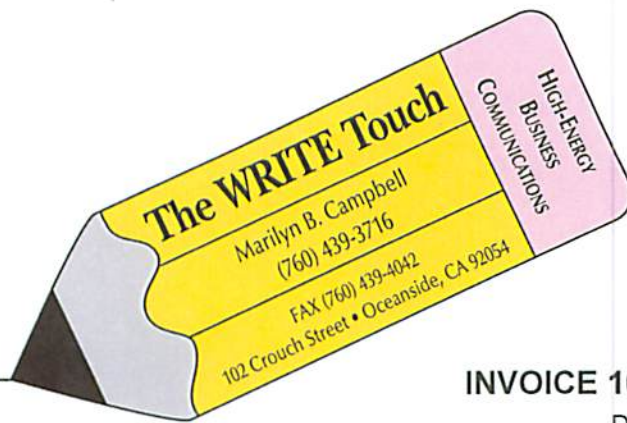
# Invoice

DATE	INVOICE #
9/30/2010	705 A

6030 Avenida Encinas, Suite 210  
 Carlsbad, CA 92011-1001  
 (760) 496-2924 Fax: (760)496-2927  
 agijon@tryjadvertising.com

BILL TO		Type Of Expense	TERMS	Month Billed
Jim Comstock / CPA c/o ArtSplash 2755 Jefferson Ave, #102 Carlsbad, CA 92008		ARTSPLASH 2010	On Receipt	September
ITEM	DESCRIPTION	Cust.PO	CLASS	AMOUNT
TELEVISION	Time Warner Cable (134) Spots in the Temecula Area (9/17-9/24)		Art Splash	2,000.00
TELEVISION	Verizon FiOs (96) Spots in the Temecula Area (9/13-9/20)		Art Splash	1,500.00
			<b>Total</b>	<b>\$3,500.00</b>



**INVOICE 1055**

DATE 9/20/10

P.O.

SOLD TO

ArtSplash

\$40.00 minimum

Terms: Net 10 days

1<sup>1</sup>/<sub>2</sub>% on past due accounts**PROJECT NAME/DESCRIPTION:**

Publicizing ArtSplash – Details have been provided to Chair Joni Miringoff

PROJECT DEVELOPMENT ITEM		CHARGE
1.	Meeting and planning	\$
2.	Research and concept development	\$
3.	Interviewing	\$
4.	Preliminary layout and design	\$
5.	Copywriting	\$
6.	<b>AGREED-UPON CHARGES</b>	\$ 500.00
7.	Project supervision	\$
8.	Shipping/Messengers	\$
9.	Miscellaneous	\$
<b>TOTAL</b>		<b>\$ 500.00</b>

*Thanks for giving your product or service **The WRITE Touch**.  
Your prompt payment is appreciated.*

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Viamedia  
220 Lexington Green Circle  
Suite 300  
Lexington, KY 40503  
859-977-9000

## Affidavit of Performance

Client Name: City of Carlsbad  
Remarks: City of Carlsbad  
Bill Cycle: 09/10  
Agency: Try J Advertising

Contract ID: 201827  
Contract Type: Standard

Date	Weekday	Network	Zone	Program Name	Air Time	Spcl Name	Spot Len	Con Line	Billing Status	Spot Cost
09/18/10	Saturday	AE-P	SOUTH INLAND	Paid Programming	6:59am	"antsplsh30itemsweps"	00:00:30	1	Charged	15.00
09/18/10	Saturday	CNN-P	SOUTH INLAND	CNN Newsroom	2:19pm	"antsplsh30itemsweps"	00:00:30	3	Charged	20.00
09/18/10	Saturday	CNN-P	SOUTH INLAND	CNN Newsroom	4:15pm	"antsplsh30itemsweps"	00:00:30	3	Charged	20.00
09/18/10	Saturday	FAM-P	SOUTH INLAND	Dirty Dancing	10:12am	"antsplsh30itemsweps"	00:00:30	5	Charged	10.00
09/18/10	Saturday	FAM-P	SOUTH INLAND	Blue Crush	3:12pm	"antsplsh30itemsweps"	00:00:30	5	Charged	10.00
09/18/10	Saturday	LIFE-P	SOUTH INLAND	Project Runway	11:13pm	"antsplsh30itemsweps"	00:00:30	7	Charged	15.00
09/18/10	Saturday	TBS-P	SOUTH INLAND	Steve Harvey Show	7:14am	"antsplsh30itemsweps"	00:00:30	9	Charged	24.00
09/18/10	Saturday	TBS-P	SOUTH INLAND	Secondhand Lions	11:14am	"antsplsh30itemsweps"	00:00:30	9	Charged	24.00
09/18/10	Saturday	TBS-P	SOUTH INLAND	The School of Rock	1:54pm	"antsplsh30itemsweps"	00:00:30	9	Charged	24.00
09/18/10	Saturday	TBS-P	SOUTH INLAND	Everybody, Raymond	5:23pm	"antsplsh30itemsweps"	00:00:30	9	Charged	24.00
09/18/10	Saturday	TBS-P	SOUTH INLAND	You, Me and Dupree	10:30pm	"antsplsh30itemsweps"	00:00:30	9	Charged	24.00
09/18/10	Saturday	USA-P	SOUTH INLAND	Burn Notice	11:34pm	"antsplsh30itemsweps"	00:00:30	11	Charged	25.00
09/19/10	Sunday	AE-P	SOUTH INLAND	Criminal Minds	8:10pm	"antsplsh30itemsweps"	00:00:30	1	Charged	15.00
09/19/10	Sunday	AE-P	SOUTH INLAND	The Glades	11:15pm	"antsplsh30itemsweps"	00:00:30	1	Charged	15.00
09/19/10	Sunday	CNN-P	SOUTH INLAND	State of the Union	6:16am	"antsplsh30itemsweps"	00:00:30	3	Charged	20.00
09/19/10	Sunday	CNN-P	SOUTH INLAND	CNN Newsroom	3:17pm	"antsplsh30itemsweps"	00:00:30	3	Charged	20.00
09/19/10	Sunday	FAM-P	SOUTH INLAND	Miss Congeniality	2:12pm	"antsplsh30itemsweps"	00:00:30	5	Charged	10.00
09/19/10	Sunday	FAM-P	SOUTH INLAND	Miss Congeniality	3:16pm	"antsplsh30itemsweps"	00:00:30	5	Charged	10.00
09/19/10	Sunday	FAM-P	SOUTH INLAND	White Oleander	7:23pm	"antsplsh30itemsweps"	00:00:30	5	Charged	10.00
09/19/10	Sunday	LIFE-P	SOUTH INLAND	Kidnapping	12:15pm	"antsplsh30itemsweps"	00:00:30	7	Charged	15.00
09/19/10	Sunday	TBS-P	SOUTH INLAND	Home Improvement	8:14am	"antsplsh30itemsweps"	00:00:30	9	Charged	24.00
09/19/10	Sunday	TBS-P	SOUTH INLAND	You, Me and Dupree	8:54am	"antsplsh30itemsweps"	00:00:30	9	Charged	24.00
09/19/10	Sunday	TBS-P	SOUTH INLAND	Meet the Parents	8:22pm	"antsplsh30itemsweps"	00:00:30	9	Charged	24.00
09/19/10	Sunday	TBS-P	SOUTH INLAND	Telladega Nights	8:24pm	"antsplsh30itemsweps"	00:00:30	9	Charged	24.00
09/19/10	Sunday	TBS-P	SOUTH INLAND	Drillbit Taylor	10:28pm	"antsplsh30itemsweps"	00:00:30	9	Charged	24.00
09/19/10	Sunday	USA-P	SOUTH INLAND	Law & Order: SVU	6:18pm	"antsplsh30itemsweps"	00:00:30	11	Charged	25.00
09/19/10	Sunday	USA-P	SOUTH INLAND	White Collar	11:08pm	"antsplsh30itemsweps"	00:00:30	11	Charged	25.00
09/20/10	Monday	AE-P	SOUTH INLAND	The Glades	3:11pm	"antsplsh30itemsweps"	00:00:30	2	Charged	15.00
09/20/10	Monday	CNN-P	SOUTH INLAND	CNN Newsroom	6:19am	"antsplsh30itemsweps"	00:00:30	4	Charged	20.00
09/20/10	Monday	FAM-P	SOUTH INLAND	My Wife and Kids	1:14pm	"antsplsh30itemsweps"	00:00:30	6	Charged	10.00
09/20/10	Monday	LIFE-P	SOUTH INLAND	The Balancing Act	7:20am	"antsplsh30itemsweps"	00:00:30	8	Charged	15.00
09/20/10	Monday	TBS-P	SOUTH INLAND	Everybody, Raymond	5:13pm	"antsplsh30itemsweps"	00:00:30	10	Charged	24.00
09/20/10	Monday	TBS-P	SOUTH INLAND	Seinfeld	7:14pm	"antsplsh30itemsweps"	00:00:30	10	Charged	24.00
09/20/10	Monday	USA-P	SOUTH INLAND	Law & Order: CI	6:15am	"antsplsh30itemsweps"	00:00:30	12	Charged	25.00
09/21/10	Tuesday	AE-P	SOUTH INLAND	The First 48	1:13pm	"antsplsh30itemsweps"	00:00:30	2	Charged	15.00
09/21/10	Tuesday	AE-P	SOUTH INLAND	Criminal Minds	8:17pm	"antsplsh30itemsweps"	00:00:30	2	Charged	15.00
09/21/10	Tuesday	CNN-P	SOUTH INLAND	Anderson Cooper 360	8:26pm	"antsplsh30itemsweps"	00:00:30	4	Charged	20.00
09/21/10	Tuesday	CNN-P	SOUTH INLAND	Anderson Cooper 360	11:26pm	"antsplsh30itemsweps"	00:00:30	4	Charged	20.00
09/21/10	Tuesday	FAM-P	SOUTH INLAND	Full House	2:15pm	"antsplsh30itemsweps"	00:00:30	6	Charged	10.00
09/21/10	Tuesday	LIFE-P	SOUTH INLAND	How I Met Your Mother	11:15pm	"antsplsh30itemsweps"	00:00:30	8	Charged	15.00
09/21/10	Tuesday	TBS-P	SOUTH INLAND	Saved By the Bell	7:10am	"antsplsh30itemsweps"	00:00:30	10	Charged	24.00
09/21/10	Tuesday	TBS-P	SOUTH INLAND	According to Jim	1:14pm	"antsplsh30itemsweps"	00:00:30	10	Charged	24.00
09/21/10	Tuesday	USA-P	SOUTH INLAND	Law & Order: SVU	4:18pm	"antsplsh30itemsweps"	00:00:30	12	Charged	25.00
09/22/10	Wednesday	AE-P	SOUTH INLAND	The First 48	12:13pm	"antsplsh30itemsweps"	00:00:30	2	Charged	15.00
09/22/10	Wednesday	FAM-P	SOUTH INLAND	Boy Meets World	7:16am	"antsplsh30itemsweps"	00:00:30	6	Charged	10.00
09/22/10	Wednesday	LIFE-P	SOUTH INLAND	Unsolved Mysteries	3:14pm	"antsplsh30itemsweps"	00:00:30	8	Charged	15.00
09/22/10	Wednesday	LIFE-P	SOUTH INLAND	Old Christine	6:12pm	"antsplsh30itemsweps"	00:00:30	8	Charged	15.00
09/22/10	Wednesday	TBS-P	SOUTH INLAND	Friends	4:10pm	"antsplsh30itemsweps"	00:00:30	10	Charged	24.00
09/22/10	Wednesday	USA-P	SOUTH INLAND	Ocean's Thirteen	11:24pm	"antsplsh30itemsweps"	00:00:30	12	Charged	25.00
09/23/10	Thursday	AE-P	SOUTH INLAND	The First 48	8:13pm	"antsplsh20itemstusweek"	00:00:30	2	Charged	15.00

Date	Weekday	Network	Zone	Program Name	Air Time	Spot Name	Spot Len	Con Line	Ordering Status	Spot Cost
09/23/10	Thursday	AE-P	SOUTH INLAND	The First 48	11:13pm	"artsplsh20iemthisweek"	00:00:30	2	Charged	15.00
09/23/10	Thursday	CNN-P	SOUTH INLAND	Situation Room	2:20pm	"artsplsh20iemthisweek"	00:00:30	4	Charged	20.00
09/23/10	Thursday	FAM-P	SOUTH INLAND	Sabrina, Witch	8:18am	"artsplsh20iemthisweek"	00:00:30	8	Charged	10.00
09/23/10	Thursday	LIFE-P	SOUTH INLAND	WJ & Grace	8:28am	"artsplsh20iemthisweek"	00:00:30	8	Charged	15.00
09/23/10	Thursday	TBS-P	SOUTH INLAND	Saved By the Bell	8:09am	"artsplsh20iemthisweek"	00:00:30	10	Charged	24.00
09/23/10	Thursday	TBS-P	SOUTH INLAND	The King of Queens	8:09pm	"artsplsh20iemthisweek"	00:00:30	10	Charged	24.00
09/23/10	Thursday	USA-P	SOUTH INLAND	House	9:16pm	"artsplsh20iemthisweek"	00:00:30	12	Charged	25.00
09/24/10	Friday	AE-P	SOUTH INLAND	Gene Simmons Family	8:11pm	"artsplsh20iemthisweek"	00:00:30	2	Charged	15.00
09/24/10	Friday	AE-P	SOUTH INLAND	American Justice	8:11pm	"artsplsh20iemthisweek"	00:00:30	2	Charged	15.00
09/24/10	Friday	CNN-P	SOUTH INLAND	CNN Newsroom	10:15pm	"artsplsh20iemthisweek"	00:00:30	4	Charged	20.00
09/24/10	Friday	CNN-P	SOUTH INLAND	Larry King Live	8:18pm	"artsplsh20iemthisweek"	00:00:30	4	Charged	20.00
09/24/10	Friday	FAM-P	SOUTH INLAND	Sabrina, Witch	8:18am	"artsplsh20iemthisweek"	00:00:30	6	Charged	10.00
09/24/10	Friday	FAM-P	SOUTH INLAND	GILMORE GIRLS	11:20am	"artsplsh20iemthisweek"	00:00:30	6	Charged	10.00
09/24/10	Friday	TBS-P	SOUTH INLAND	According to Jim	1:14pm	"artsplsh20iemthisweek"	00:00:30	10	Charged	24.00
09/25/10	Saturday	AE-P	SOUTH INLAND	The September Issue	11:14pm	"artsplsh20iemthisweek"	00:00:30	2	Charged	15.00
09/25/10	Saturday	CNN-P	SOUTH INLAND	CNN Newsroom	8:16pm	"artsplsh20iemthisweek"	00:00:30	4	Charged	20.00
09/25/10	Saturday	CNN-P	SOUTH INLAND	What the Pope Know	11:19pm	"artsplsh20iemthisweek"	00:00:30	4	Charged	20.00
09/25/10	Saturday	FAM-P	SOUTH INLAND	Independence Day	9:21am	"artsplsh20iemthisweek"	00:00:30	6	Charged	10.00
09/25/10	Saturday	FAM-P	SOUTH INLAND	Independence Day	11:20am	"artsplsh20iemthisweek"	00:00:30	6	Charged	10.00
09/25/10	Saturday	FAM-P	SOUTH INLAND	Freaky Friday	6:18pm	"artsplsh20iemthisweek"	00:00:30	6	Charged	10.00
09/25/10	Saturday	LIFE-P	SOUTH INLAND	May I Sleep With Danger	1:15pm	"artsplsh20iemthisweek"	00:00:30	8	Charged	15.00
09/25/10	Saturday	LIFE-P	SOUTH INLAND	Identity Theft Story	3:24pm	"artsplsh20iemthisweek"	00:00:30	8	Charged	15.00
09/25/10	Saturday	TBS-P	SOUTH INLAND	Just Shoot Me	8:13am	"artsplsh20iemthisweek"	00:00:30	10	Charged	24.00
09/25/10	Saturday	TBS-P	SOUTH INLAND	The Family Man	8:24pm	"artsplsh20iemthisweek"	00:00:30	10	Charged	24.00
09/25/10	Saturday	USA-P	SOUTH INLAND	Law & Order: CI	6:20am	"artsplsh20iemthisweek"	00:00:30	12	Charged	25.00

Grand Total 1,375.00

## Channel Summary

Network	Zone	Total Spots	Gross Revenue
AE-P	SOUTH INLAND	12	\$180.00
CNN-P	SOUTH INLAND	12	\$240.00
FAM-P	SOUTH INLAND	14	\$140.00
LIFE-P	SOUTH INLAND	9	\$135.00
TBS-P	SOUTH INLAND	20	\$480.00
USA-P	SOUTH INLAND	8	\$200.00
Grand Total		75	\$1,375.00

Note: Program Names may vary due to alterations in network scheduling.

VIAMEDIA



## Overall Timeline On Items Mindgruve Helped With:

September 7, 2010: Microsite was live with all edits for the year

September 14-23, 2010: Banner ads live announcing the giveaway contest

September 15, 2010: Email was sent out to [visitcarlsbad.com](http://visitcarlsbad.com) database announcing the giveaway contest

September 23, 2010: ArtSplash picked the winner of the giveaway contest

September 25-26, 2010: ArtSplash event weekend

The attached charts are ONLY results for the email blast that was sent out on the 15th. Unique clicks are clicks only counted once per person, rather than counting 2 times if one person made two clicks. For Example: If 2 people both clicked twice, that would be 4 total clicks, but only 2 unique clicks. Most people use unique clicks when tracking email click through rate. There was a total of 616 clicks in the email. The email went out to 18,143 people and 17478 received the email in the [visitcarlsbad.com](http://visitcarlsbad.com) database. 268 people unsubscribed from the database through this email. 2651 people opened the email, 15% of people. 1 person forwarded the email onto someone else.

1307 total people signed up for the giveaway contest on the microsite. We received SEVERAL hundreds of people who opted into the ArtSplash database (our goal was to build one for them). Frankie would have this number for you as I gave her all of the files.

The banner ad featuring the ArtSplash giveaway contest on the homepage of [visitcarlsbad.com](http://visitcarlsbad.com) had 10723 impressions and 137 clicks. The banner ad was up for a week.

**jennifer wiles**

ACCOUNT MANAGER

619.757.1325 x221

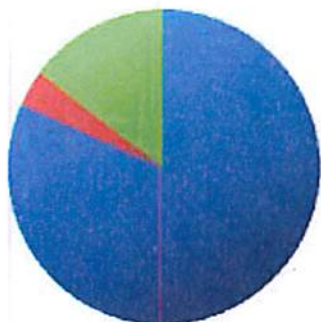
[jwiles@mindgruve.com](mailto:jwiles@mindgruve.com)

1018 eighth avenue  
san diego, ca 92101

[mindgruve.com](http://mindgruve.com)

[linkedin](#) | [facebook](#) | [twitter](#) | [flickr](#)

Message Properties	
Subject	Win a Weekend Getaway to ArtSplash!
Type	HTML
Sent	September 15, 2010 04:01:00 AM
Completed	September 15, 2010 04:10:48 AM
Total Recipients	18143



Message Impact

Email Statistics	
Bounces	3.7% ■ 665
Released	17478
Unsubscribes	268
Opens	14.6% ■ 2651 (3769)
Clicks	616 (772)
Forwards	1
Comments	0
Complaints	92
Neither	81.7% ■ 14827

Click Report		
Url	Unique Clicks	Total Clicks
<a href="http://www.artsplashcarlsbad.or...">http://www.artsplashcarlsbad.or...</a>	526	622
<a href="http://www.visitcarlsbad.com/?u...">http://www.visitcarlsbad.com/?u...</a>	43	56
<a href="http://www.visitcarlsbad.com/e-blasts/100915.html">http://www.visitcarlsbad.com/e-blasts/100915.html</a>	24	26
<a href="http://www.hiltoncarlsbad.com/?...">http://www.hiltoncarlsbad.com/?...</a>	19	23
<a href="http://hiltongardeninn.hilton.c...">http://hiltongardeninn.hilton.c...</a>	21	22
<a href="http://artsplashcarlsbad.org/mo...">http://artsplashcarlsbad.org/mo...</a>	13	15
<a href="https://app.icontact.com/lcp/co...">https://app.icontact.com/lcp/co...</a>	4	4
<a href="http://hiltongardeninn.hilton.c...">http://hiltongardeninn.hilton.c...</a>	1	1
<a href="http://visitcarlsbad.com/?utm_s...">http://visitcarlsbad.com/?utm_s...</a>	1	1
<a href="http://www.facebook.com/Carlsba...">http://www.facebook.com/Carlsba...</a>	1	1
<a href="http://www.flickr.com/photos/vi...">http://www.flickr.com/photos/vi...</a>	1	1

The 1307 is the number of people who entered into the drawing for the giveaway, either by clicking on the banner ads on various sites (Frankie will have the list where the banners were all posted), clicking on the email blast that went out or by just searching and finding the microsite where they may have signed up. Not all 1307 people signed up to be included into the ArtSplash database. Frankie will have the number of people who opted into the database for ArtSplash.

Impressions is the number of times the banner ad was delivered, we show about a 1% CTR (click through rate).

To be honest, we don't have a campaign to compare apples to apples, but we would recommend next year to start planning for ArtSplash a few months earlier. The giveaway contest only ran for one week and we didn't have much push behind it.

## **jennifer wiles**

ACCOUNT MANAGER

619.757.1325 x221

[jwiles@mindgruve.com](mailto:jwiles@mindgruve.com)

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san diego, ca 92101

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[linkedin](#) | [facebook](#) | [twitter](#) | [flickr](#)



**CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT**  
**REQUEST FOR FUNDING**

**\$4,000.00**

\$3,500.00 Tri J Advertising  
\$ 500.00 Creative costs – Marilyn Campbell, The WRITE Touch Business Communications

E-mail blasts donated by Tri J Advertising

KFMB	35,000
Toyota	44,000
Lexus	11,000
Visit Carlsbad	11,000

*ArtSplash...A Community Celebration for Arts Education*

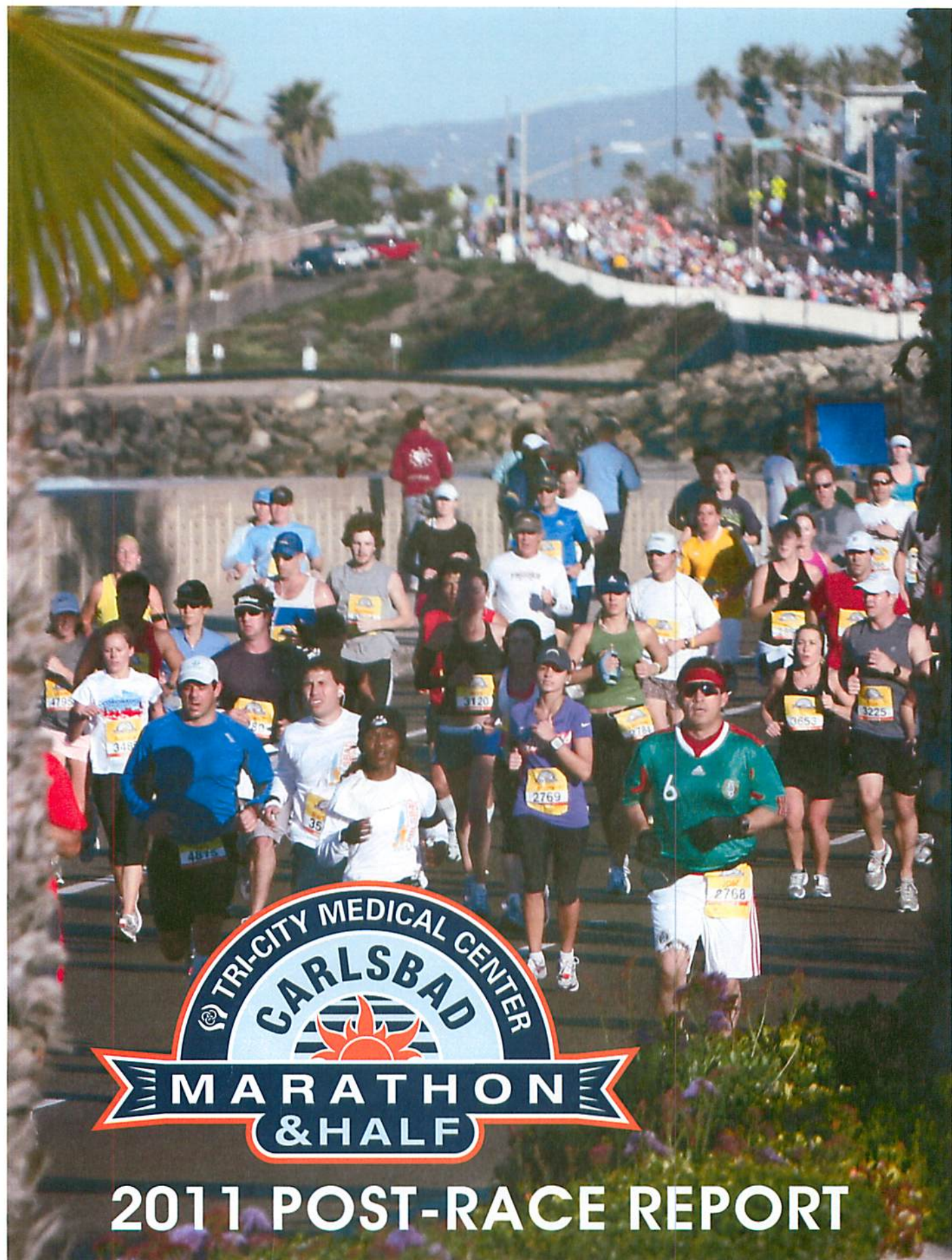
Tax ID # 20-0489191

5620 Paseo Del Norte #127-442 Carlsbad, CA 92008

Phone (760) 436-2828 • Fax (760) 431-9020

info@CarlsbadArtSplash.org • www.CarlsbadArtSplash.org







# OUR PARTICIPANTS

## Marathon & Half Marathon Participant Statistics:

### Average Annual Income:

\$95,000

### Age Breakdown:

24 & under .....	6%
25 - 39 .....	53%
40 - 49 .....	26%
50 - 59 .....	11%
60 & over .....	4%

### Gender Breakdown by Event:

#### Full Marathon:

42% female

58% male

#### Half Marathon:

62% female

38% male

### How they Register:

96.4% of the participants signed up for the race online.

### Top Ranked States: (48 states represented in total)

California - 9,097

Arizona - 138

Colorado - 82

Washington - 71

Nevada - 69

Oregon - 47

Illinois - 47

Minnesota - 32

New York - 31

Utah - 29

### Top Ranked Countries: (15 countries represented in total)

United States

Canada

Mexico

Great Britain

Germany

Ethiopia

Kenya

Sweden

Netherlands

Brazil

### Breakdown of the Overall Numbers:

- 8,500 half marathon participants
- 1,500 full marathon participants
- 2,000 volunteers
- 19 official charities
- 2,800 Kids Marathon Mile participants
- 17 sponsoring companies
- 80 exhibitors and vendors
- 20,000 + spectators

### Interesting Fun Facts:

- 225 portable toilets
- 150,000 cups
- 5,000 gallons of water
- 10,075 T-shirts
- 30 tubs of Vaseline
- 8 trucks
- 30,000 square feet of tenting ordered



# OUR SPONSORS



Tri-City Medical Center





# PRINT PRESS

## San Diego Union-Tribune

1/19/11	North County	Carlsbad Marathon and Half Marathon set to run Sunday
1/20/11	North County	Race weekend overview
1/20/11	NC FYI Datebook	Health & Fitness Expo listing
1/21/11	NC FYI Datebook	Health & Fitness Expo listing
1/22/11	NC FYI Datebook	Health & Fitness Expo listing
1/20/11	Night & Day	Event calendar listing
1/22/11	Sports	Feature on Lynn Flanagan (Slowing down not in DNA)
1/22/11	North County - Best Bets	Call for public to come out to marathon, expo and Kids Marathon Mile
1/22/11	Diane Bell	Brothers unified by absentee father become lifesavers
1/22/11	Business - Tourism	Kids Marathon Mile at LEGOLAND®
1/22/11	Sports	Carlsbad Runner No Slave to the Stopwatch
1/24/11	Sports	Three-Peat Winners Crowned with two photos
1/25/11	In Today's UT (cover photo)	Brian Baker took first place (see sports, D1)
1/27/11	Diane Bell	Volunteer helps marathon runner to a fitting ending
2/3/11	Local	Giving diabetics a shot in the arm

## North County Times

12/27/10	Oceanside	14 runners get help from Tri-City
1/9/11	Go	Fast Forward - Tri-City Medical Center Carlsbad Marathon listing
1/14/11	Community News	Marathon to draw crowds
1/16/11	Go	Best Bet: Kids Marathon mile
1/16/11	Sports	Calendar - Event Weekend
1/20/11	Local - Jeff Frank	Runners, stories are plentiful at marathon
1/20/11	Community Sports	Front page feature with photo on CF Survivor Heather Humes
1/21/11	Local	Man on a mission - Pastor Steve front page feature with photo
1/23/11	Local	Kids Marathon Mile feature article, front page; two photos
1/23/11	Local	Popular Marathon set for Sunday
1/23/11	Go	Carlsbad Marathon and Half Marathon information with photo
1/24/11	Main News - Front page	Photo of the Half Marathon start with caption
1/24/11	Sports	Three-Peat Winners Crowned with two photos
1/26/11	Local - Jeff Frank	Volunteer gives up shoes to runner
1/27/11	Local - Jeff Frank	Shoeless runner has a name/ A new start marriage proposal
1/30/11	Sports	Tri-City Medical Center Carlsbad Marathon & Half Age Group Winners
2/13/11	Carlsbad	Charities mingle pre-marathon at Sheraton Carlsbad





# PRINT PRESS continued...

## Beach & Bay Press

2/5/11 People in the News

## Carlsbad Business Journal

1/1/11 Tourism Tidbits

## Carlsbad Magazine

March-April 2011

## Competitor Magazine

Winter 2010 Marathon/Half Marathon  
Dec. 2010 Starting Lines

## El Latino

1/7/11 Events  
1/14/11 Events  
1/14/11 Events  
1/21/11 Events

## Navy Dispatch

12/29/10 Sports and Events  
12/29/10 Sports and Events  
1/6/11 News

## Our City San Diego

1/18/11 Give Back

## Race Place

Jan-Feb 2011 Ads and calendar listing

## San Diego Family Magazine

Jan. 2011 Calendar

## San Diego Magazine

1/1/2011 Events

## San Diego Reader

1/20/11 Calendar

## San Diego Entertainer Magazine

1/15/11 News

Crown Point man dresses as Pac Man in Tri-City Medical Center Carlsbad Half Marathon.

Winning the tourism race through tourism

Full-page feature article - Race weekend recap

Calendar listing for Tri-City and Kids Marathon Mile  
Full page feature - A family Affair

Calendar - Event Weekend  
Calendar - Event Weekend  
Calendar - Event Weekend  
Calendar - Event Weekend

Runners to hit the streets  
Kids Marathon Mile set for Jan. 22  
Lace up your shoes

Marathons, Homeless Count - Where to Volunteer

Kids Marathon Mile

Editor's Picks - Kids Marathon Mile

Calendar - Event Weekend

Event calendar listings with Kids Marathon Mile highlighted

Event weekend article

## COAST NEWS

January 28, 2011



## The Coast News

12/31/10 Getting fit and ready to run (Tri-City Lucky 14)  
1/7/11 Marathon Mile for Kids set for Jan. 22 (article)  
1/7/11 Tri-City Medical Center Carlsbad Marathon coming up fast  
1/21/11 Roads closed Jan. 23 for big race  
1/21/11 Reason to run - Marathon man still going strong in his 80s  
1/21/11 Reason to run - Woman finds running helps her with tragedy  
1/28/11 Feature photo of Team Challenge volunteer and post race article plus six photos  
1/29/10 Tri-City Medical Center Carlsbad Marathon plus five photos

# PLACED ADVERTISING

## PRINT ADVERTISING

**Race Place Magazine** | Circulation 65,000

Full page/full color ad .....	May/June
Full page/full color ad .....	July/August
Full page/full color ad .....	September/October
Full page/full color center spread + cover .....	November/December
Full page/full color ad .....	January/February

**Los Angeles Sports & Fitness** | Circulation 35,000

Full page/full color ad .....	September
Full page/full color ad .....	October

**Runner's World** | Circulation 650,000

Racing Ahead Classified .....	August
Racing Ahead Classified .....	September
Racing Ahead Classified .....	October
Racing Ahead Classified .....	November

**SUNDAY, JANUARY 23, 2011 | CARLSBAD, CA**

REGISTRATION NOW OPEN.  
EVENTS SELL OUT - REGISTER EARLY!

First race in the 2011 Half Marathon Triple Crown Series | Coastal course | Long-sleeve technical race shirt  
ChronoTrack timing | Custom medal | Support stations and entertainment at every mile and much more!

**WWW.CARLSBADMARATHON.COM**

Questions? Call 760.692.2900 or email info@inmotionevents.com

## ONLINE ADVERTISING

**Active.com**

Email marketing campaign:

5/30/11 Local Events Advertorial	Circulation 73,000
7/11/11 Local Events Advertorial	Circulation 160,400
8/8/11 Local Events Advertorial	Circulation 73,000
9/19/11 Local Events Skyscraper	Circulation 160,400
9/19/11 Local Events Advertorial	Circulation 73,000
10/3/11 Local Events Advertorial	Circulation 73,000

**GetSetAZ**

- (1) solo email blast
- Inclusion in (4) weekly email blasts
- Website listing on GetSetAZ

**GetSetCA**

- (1) solo email blast
- Inclusion in (4) weekly email blasts
- Website listing on GetSetCA

Tri-City Medical Center

Ultimate

Obamacare

California

Running

Running

Race Place Magazine ad - July/August Issue



# TV • RADIO • CALENDARS

## LOCAL TV EXPOSURE

KFMB News 8	1/22/11	6 p.m. news	Kids Marathon Mile recap
XETV San Diego 6	1/23/11	8 to 10 a.m. news	Live remote with Brooke Landau
	1/23/11	6 and 10 p.m. news	Race recap
	1/24/11	5 and 7 a.m. news	Race recap
KUSI News 9	1/22/11	10 p.m. news	Kids Marathon Mile recap
	1/23/11	8 to 10 a.m. news	Live remote with Dave Scott
	1/23/11	6, 10 and 11 p.m. news	Race recap
	1/24/11	5 a.m. news	Race recap
KGTV News 10	1/23/11	6 p.m. news	Race recap
	1/24/11	5 a.m. news	Race recap
KSWB 5	1/23/11	10 p.m. news	Race recap

## RADIO EXPOSURE

### KYXY 96.5 FM

- (50) recorded 20-second promotional announcements
- (1) month-long feature on the community page on kyxy.com with a link to the event website
- (1) inclusion in a weekly email newsletter to 25,000 subscribers

## ONLINE CALENDAR LISTINGS

### (Partial list)

- runnersworld.com
- nctimes.com
- sandiegoreader.com
- signonsandiego.com
- active.com
- marathonguide.com
- raceplace.com
- sandiegocoastlife.com
- lasandf.com
- competitor.com
- race360.com
- halfmarathons.net
- thecoastnews.com

### RACING AHEAD

**JAN 16, 2011 - P.F. Chang's Rock 'n' Roll Arizona Marathon & Half Marathon**  
Phoenix, Scottsdale and Tempe, AZ  
Contact: Competitor Group,  
9477 Waples St., Suite 150,  
San Diego, CA 92121  
(800) 311-1234  
marathon@competitorgroup.com  
www.runrocknroll.com

**JAN 23, 2011 - Tri-City Medical Center Carlsbad Marathon & Half Marathon**  
Carlsbad, CA  
Contact: In Motion, Inc.,  
6116 Innovation Way,  
Carlsbad, CA 92009  
(760) 692-2900  
info@inmotionevents.com  
www.carlsbadmarathon.com

**JAN 23, 2011 - Maui OceanFront Marathon, Marathon Walk, Half Marathon, 10K & 5K**  
Wailea, Maui, Hawaii  
Contact: Les Wright,  
2480 S. Kihun Rd., Kihun,  
Maui, HI 96753  
(530) 539-2261  
runmaui@gmail.com  
www.maui-oceanfrontmarathon.com

**FEB 6, 2011 - Surf City USA® Marathon & Half Marathon**  
Huntington Beach, CA  
Contact: Surf City Marathon,  
800 Grand Ave., C-10,  
Carlsbad, CA 92008  
info@surfcity.com  
www.runsurfcity.com  
California's Classic Oceanfront Marathon.

**JAN 23-30, 2011 - Cruise To Run Caribbean, Races, Group Runs, Hash Runs & More**  
Caribbean Islands/Alaska  
Contact: Jerry Friesen,  
88 Viking Dr.,  
Grimsby, ON L3M 3V3,  
(877) 562-8660  
info@cruiseto-run.com  
www.cruiseto-run.com

**FEB 27, 2011 - Kilimanjaro Marathon, Half Marathon & 5K**  
Moshi, Tanzania, Africa  
Contact: Kathy Loper Events,  
7901 Mission Center Court, S 204,  
San Diego, CA 92108  
(619) 298-7400  
kathy@kathyloper-events.com  
www.kathyloper-events.com

**MAR 12-21, 2011 - Runner's Tour Of Tunisia Including Half Marathon**  
Tunis Carthage, Tunisia  
Contact: Jerry Seckis, 175 Stralford Ave.,  
Suite One, #500, Wayne, PA 19087  
(484) 754-0086, (800) 474-5502  
info@tunisusa.com  
www.tunisusa.com

**APR 10, 2011 - Paris Marathon**  
Paris, France  
Contact: ASD Athlétisme,  
253 Quai de la Bataille de Stalingrad, TSA 61100,  
92137, Issy Les Moulineaux Cedex, France  
33-1-41-33-15-68  
info@parismarathon.com  
www.parismarathon.com

**MAY 29, 2011 - Ottawa Marathon, Half Marathon, 10K & 5K**  
Ottawa, ON, Canada  
Contact: Jim Robinson,  
P.O. Box 426, Station A, Ottawa, ON K1N 8V5  
(866) RUNOTTAWA  
info@runottawa.ca  
www.runottawa.ca  
Join Over 39,000 Runners in Canada's Capital!

**NOV 13, 2011 - Athens Marathon, 10K & 5K, Original Historical Course**  
Athens, Greece  
Contact: Apollonios Greek Tours Inc., 2685 S. Dayton  
Way #14, Denver, CO 80231, (303) 755-2888  
www.athensmarathon.com  
Various Support Packages.

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FOR ADVERTISING RATES CONTACT JACKIE GAILLARD AT 214-252-7971

# WEB EXPOSURE

## SignOnSanDiego.com

1/24/11  
Jan. 2011

Photo Galleries  
Events

Photo gallery  
Enhanced event listing

## Carlsbadistan.com

1/11/11  
1/23/11

News  
News

Street closures  
Carlsbadistan's Perfect Marathon & Half

## Carlsbad.Patch.com

1/21/11  
1/23/11

Sports  
Sports

Carlsbad Elite Runner Aims to Win Sunday's Race  
Race recap and video

## Competitor

1/25/11  
1/27/11

Running  
Running

Race recap  
Man wins age group in borrowed shoes

## Encinitas.Patch.com

1/24/11

Sports

Nearly 1000 Encinitians Participate in Carlsbad Marathon

## Examiner.com

1/28/11  
1/29/11

National Running  
Running

Man borrows shoes to finish Carlsbad Marathon  
Man borrows shoes to finish marathon

## letsrun.com

1/24/11

News

Race recap

## marathonguide.com

1/24/11

News

Race recap and links to numerous news articles

## Runnerweb.com

1/24/11

News

Race recap

## Runnersworld.com

1/21/11  
1/24/11

Daily News  
Daily News

Elite Field Announced  
Race recap

## runningusa.org

1/23/11

News wire

Race recap

## SanDiego.org

Jan. 2011

Calendar

Calendar - Event Weekend

## trackandfieldnews.com

1/24/11

News

Race recap

## LEARN MORE ABOUT THE KIDS MARATHON MILE

2,800 participants took part in the Kids Marathon Mile one of the Tri-City Medical Center Carlsbad Marathon weekend of events. This popular event takes place at LEGOLAND® California.

This just-for-fun event places no emphasis on the winners - instead each child is considered a winner and presented a shiny medal at the finish line.

Area schools use the event to raise funds with our "Run for your School" fundraising program.





# THE CHARITIES

Together our official charities raised more than \$250,000 using the 2011 Tri-City Medical Center Carlsbad Marathon as a fundraising and awareness generating vehicle.

In addition to the organizations listed below there are other charities who use the event each year to raise funds for their programs. The total amount raised through the efforts of these organizations is not calculated in the above total.

- Alzheimer's Association
- American Cancer Society
- American Liver Foundation
- Bread of Life
- Children's Cardiology Foundation
- Crohn's & Colitis Foundation of America
- Cystic Fibrosis
- Doheny Eye Institute
- Fresh Start Surgical Gifts
- Heart for Africa
- Huntington's Disease
- Insulindependence
- Lab Rescuers
- Labradors and Friends Dog Rescue Group
- Lifesharing - A Donate Life Organization
- Lupus Foundation of Southern California
- Neural Networks
- North County Community Services Food Bank
- San Diego Fire Rescue



Hundreds participate each year in their signature purple gear on behalf of and raising funds for The Leukemia and Lymphoma Society.

## BEACH & BAY PRESS

February 3, 2011

People  
in the news



Stephen Kirby as Pac Man.

• Crown Point resident Stephen Kirby, 27, ran in the Tri-City Medical Center Carlsbad Half Marathon on Jan. 23 wearing a Pac Man costume the entire race. He finished in 2:02:59.

Stephen Kirby ran the half marathon dressed as Pac Man raising funds and awareness for one of our official charities - American Liver Foundation.



After being pushed in a specially adapted chair by Marines and Corpsman, Team Semper Fi member, Sergeant Carey, paralyzed and blind, was assisted to cross the marathon finish line on foot!





With fond memories of the  
2011 Tri-City Medical Center Carlsbad Marathon  
weekend of events still fresh,  
we're off and running planning the 2012 event.

**Please plan to be there with us the weekend of January 20 - 22, 2012**



Carlsbad Marathon Sunday, Jan. 23, 2011	THU 1/20		FRI 1/21		SAT 1/22		SUN 1/23		MON 1/24		Total	Total	Rate
Hotels	BL	Sold	BL	Sold	BL	Sold	BL	Sold	BL	Sold	BL	Sold	
Courtyard by Marriott	5	0	15	5	55	28	15	4	0	0	90	37	\$119
Days Inn Encinitas	1	0	4	0	10	1	10	0	1	0	26	1	\$72
Grand Pacific Palisades Carlsbad HQ	2	0	40	13	40	27	40	10	5	4	127	54	\$119
Hampton Inn	10	0	20	2	30	7	30	3	10	1	100	17	\$115
Hilton Del Mar	5	0	10	0	10	1	10	0	5	0	40	1	\$109
Hilton Garden Inn Carlsbad	0	3	10	11	25	11	10	1	0	0	45	26	\$169
Fitness Forward Block	4	4	10	11	10	11	1	1	0	0	25	27	\$169
Holiday Inn Carlsbad by the Sea	21	0	21	0	36	7	11	7	11	0	100	14	\$109
Holiday Inn Express Encinitas	5	0	5	1	20	4	20	1	5	0	55	6	\$79
Holiday Inn Express Solana Beach	50	0	50	0	50	0	50	0	50	0	250	0	\$65
Homewood Suites	3	0	3	0	15	2	15	0	3	0	39	2	\$129
Inns of America/Hyatt Summerfield	5	0	10	1	20	3	10	1	5	0	50	5	\$134
La Costa Resort & Spa	1	0	5	0	10		5	0	1	0	22	0	\$179
La Quinta Carlsbad	2	0	6	1	15	3	15	0	2	0	40	4	\$84
Quality Inn & Suites Carlsbad	20	0	20		40	3	40		20	0	140	3	\$85
Quality Inn & Suites North Coast	15	0	15	0	15	0	15	0	15	0	75	0	\$75
Residence Inn Carlsbad	8	0	16	1	16	2	8	0	0	0	48	3	\$135
Sheraton Carlsbad HQ	4	2	50	42	85	67	41	22	7	2	187	114	\$169
TownePlace Suites	40	0	40	0	40	8	40	0	40	0	200	8	\$95
West Inn & Suites	9	1	9	2	15	2	9	0	0	0	42	5	\$169
TOTALS	210	10	359	90	557	187	395	50	180	7	1701	327	



# Tournament Report

July 31 – August 8, 2010





# CONTENTS



- Event Overview
- Marketing Program
  - Social Media
  - Online
  - Radio
  - Television
  - Print Advertising
  - Signage
  - Hospitality

## EVENT OVERVIEW



The world's WTA Premier tennis tournament returns to San Diego.

After a two year break, over 50,000 fans returned to San Diego to watch 60 of the world's best tennis players compete for \$700,000 in prize money at the Mercury Insurance Open, a WTA Premier event. From July 31 to August 8, 2010, over 54,218 tickets were sold with a ground breaking sell out of the final session on Sunday. For the first time ever, fans could follow their favorite players and the tournament through the creation of the Mercury Insurance Open Facebook fan page, Twitter account and YouTube channel.

# EVENT ATTENDANCE

A grand total of 54,218 people attended the Mercury Insurance Open in 2010.

Saturday, July 31	Sunday, August 1	Monday, August 2	Tuesday, August 3	Wednesday, August 4	Thursday, August 5	Friday, August 6	Saturday, August 7	Sunday, August 8
Day: 2,620	Day: 2,378	Day: 3,965	Day: 2,920	Day: 2,875	Day: 2,938	Day: 3,256	Day: 4,456	Final: 5,000
		Night: 3,398	Night: 3,580	Night: 3,756	Night: 3,820	Night: 4,598	Night: 4,658	

**SOLD OUT!**



# WORLD CLASS PLAYERS



- The Mercury Insurance Open attracted the world's most popular tennis players to San Diego.
- Top seeds included:
  - Jelena Jankovic WTA #2
  - Samantha Stosur WTA #5
  - Vera Zvonareva WTA #9
  - Agnieszka Radwanska WTA #11
  - Flavia Pennetta WTA #13
  - Marion Bartoli WTA #14
  - Shahar Peer WTA #16
  - Yanina Wickmayer WTA #17
- Main draw wild cards were awarded to former WTA number one players **Lindsay Davenport**, **Ana Ivanovic** and **Liesel Huber** (doubles), the top ranked tennis player in South America, **Gisela Dulko**, and French Open Semifinalist, **Dominika Cibulkova**.

# TOURNAMENT HIGHLIGHTS



- Women's Singles Finals:
  - Svetlana Kuznetsova defeated Agnieszka Radwanska 64 67(7) 63
- Women's Doubles Finals:
  - Maria Kirlenko and Zheng Jie defeated Lisa Ryamond and Rennae Stubbs 64 64
- Quality first round matches:
  - Dominika Cibulkova versus Vera Zvonareva
  - Ana Ivanovic versus Sharhar Peer
- Thrilling upsets:
  - Alisa Kleybanova upset No. 1 seed, Jelena Jankovic, in the second round
  - Crowd favorite, Coco Vandeweghe, upset Vera Zvonareva to make it to the quarterfinals



## SPECIAL EVENTS



Several special events took place over the course of the week including:

- **Benefit Auction:** Cocktail reception, silent and live auctions and a night of tennis benefitting Tri-City Medical Center's Women's Diagnostic Center.
- **Kid's Day:** Free admission for all kids under age 16 accompanied by an adult on Monday, August 2nd. Activities for kids throughout the day.
- **Group Day:** All groups of ten or more receive a 50% discount on reserved grandstand seating.
- **USTA Member Appreciation Day:** 20% discount on individual tickets from Monday-Thursday, all sessions.
- **A Unique Wine Experience with Mollydooker Wines:** An unforgettable evening of wine, food, fun, new friends and tennis with Conchita Martinez.
- **Opportunity Tournaments:** Each year the Mercury Insurance Open holds three Opportunity Tournaments in the Southern California area.
- **Tennis clinic with Lindsay Davenport and a dozen of the top juniors in the country on Saturday morning.** The clinic was covered by the Tennis Channel.
- **Pro-am match with Mary Joe Fernandez**



## PLAYER PARTY

The WTA player party was a huge success with visits from many of the top players including Ana Ivanovic, Agnieszka Radwanska, Dominika Cibulkova, Dinara Safina, Svetlana Kuznetsova, Lisa Raymond, Rennae Stubbs and Sam Stosur among many others.



# STRATEGIC SPONSORSHIP INTEGRATION



The marketing of the Mercury Insurance Open included partnerships and exposure via various types of media including television, print, radio and online. On the following pages you find some of the highlights...

## Marketing Programs:

- Social Media
- Online
- Radio
- Television
- Print Advertising
- Signage
- Hospitality



## SOCIAL MEDIA

Through the creation of a tournament Facebook fan page, Twitter page and YouTube channel, the Mercury Insurance Open connects to fans and provides real time updates on results, player activities, venue development, special events and tournament promotions.

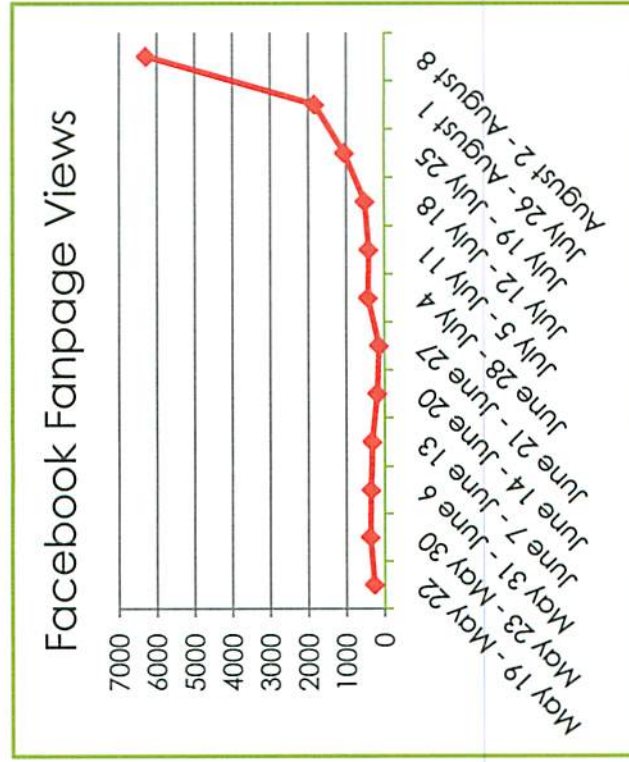
Mercury Insurance Open already has 1,414 online fans

Facebook	864
Twitter	550
Total	1,414



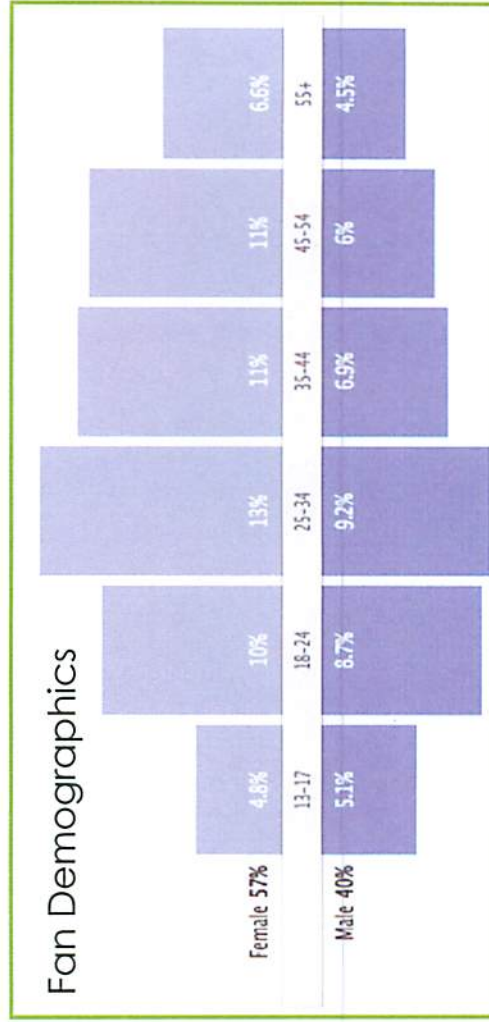
# FACEBOOK FANPAGE

- The tournament Facebook fan page has over 850 fans and has been viewed 13,372 times since its launch on May 19, 2010.



- The tournament posted 270 comments, photos and videos and the fans responded:
  - Total photo views\* 5,342
  - Total "likes" 861
  - Total video plays\* 359

\* July 30-August 8





# TWITTER: @MERCURYINSOPEN

- The Mercury Insurance Open Twitter page is being followed by 550 fans and has 443 tweets.
- 215,027 people saw @MercuryInsOpen referenced in a tweet between July 31<sup>st</sup> and August 8<sup>th</sup>, 2010.

Mercury Insurance trivia contest: July 27, 2010

Key Statistics from Today's Trivia Contest	
Total Correct Responses	10
Total combined followers of those who responded to @MercuryInsOpen with the correct answer (i.e. of those who tweeted the correct answer, how many people saw their tweet)	1048



# YOUTUBE CHANNEL

18 exclusive player interviews were posted on the Mercury Insurance Open YouTube Channel since its launch on July 6, 2010. At last count, the channel has been viewed 598 times and the YouTube videos 6,120 times.

[www.youtube.com/user/MercuryInsuranceOpen](http://www.youtube.com/user/MercuryInsuranceOpen)



YouTube Video	Views
Ana Ivanovic Promo Video 1	700
Ana Ivanovic Promo Video 2	470
Ana Ivanovic Promo Video 3	451
Ana Ivanovic Promo Video 4	489
Ana Ivanovic and Dinara Safina Practice Video	848
Sam Stosur at the Player Party Video	234
Behind the Scenes at the Player Party Video	301
Mollydooker Wine Event Preview Video	103
Rennae Stubbs Player Party Video	134
Melanie Oudin Player Party Video	107
Victoria Azarenka Kids Day Video	140
Vera Zvonareva All-Access Hour Video	202
Sam Stosur All-Access Hour Video	207
Ana Ivanovic Press Conference Video Part I	411
Ana Ivanovic Press Conference Video Part II	555
Flavia Pennetta Press Conference Video	166
Sam Stosur Press Conference Video	102
CoCo Vandeweghe Press Conference Video	94
<b>Total Views:</b>	<b>5,715</b>



# MARQUEE PLAYER CASE STUDY: ANA IVANOVIC

- Facebook Mention (July 9)
  - Ana has more than 173,000 fans on Facebook. Her July ninth status update about participating in the 2010 Mercury Insurance Open yielded 582 "Likes" and 112 "Comments"
- Website Announcement (July 11)
  - Ivanovic has the most-visited website of any sportswoman and attracts between 15,000 and 20,000 website views per month (according to [www.alexa.com](http://www.alexa.com)). In her July 11, 2010 website update, she directed viewers to both the tournament website and her Facebook page, saying that San Diego was one of her favorite cities in America



# US OPEN SERIES: ONLINE MEDIA

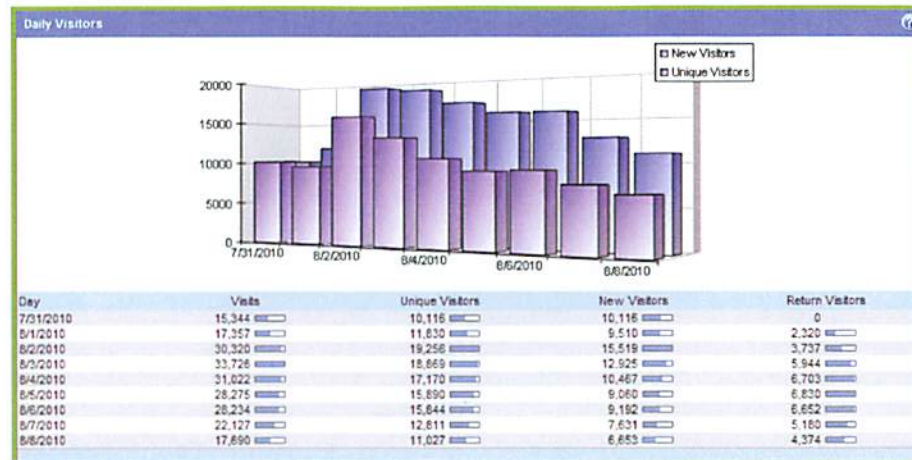
The Mercury Insurance Open gains added value from the Olympus US Open Series media plan.

	June				July					August			
	31	7	14	21	28	5	12	19	26	2	9	16	23
				Wimbledon			Olympus US Open Series						
SEM on Goggle, Yahoo & Bing													
USATODAY.com													
OlympusUSOpenSeries.com													
USOpen.org													
USTA.com													
ESPN.com													
Facebook, Twitter, MySpace.com													



# WEBSITE: MERCURYINSURANCEOPEN.COM

- MercuryInsuranceOpen.com
  - Users: 239,125
  - Page views: 699,759
    - Average of 99,665 per day
  - Hits: 14,854,615

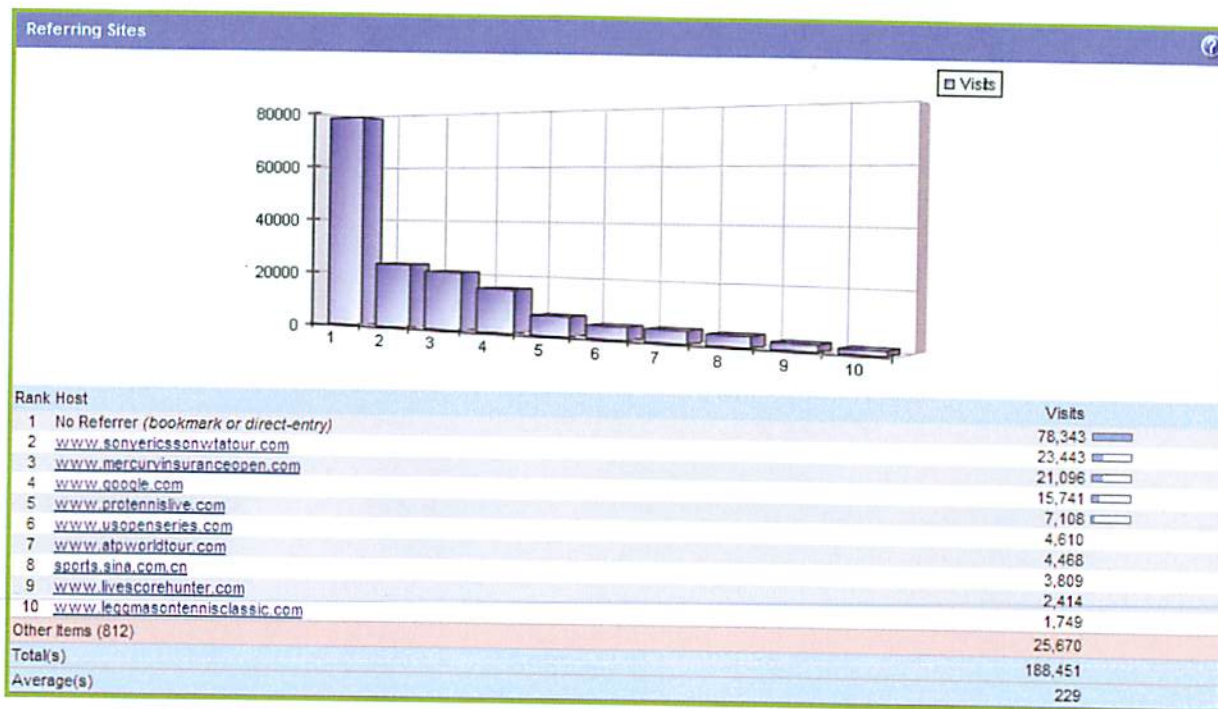


Week Day	Page Views	Visits	Hits
Sunday	108,319	35,047	2,338,311
Monday	119,962	36,757	2,462,726
Tuesday	100,335	37,437	2,129,203
Wednesday	90,366	34,122	1,929,562
Thursday	82,603	29,831	1,729,604
Friday	79,956	28,460	1,769,549
Saturday	118,218	37,471	2,495,660
Total(s)	699,759	239,125	14,854,615
Average(s)	99,665	34,160	2,122,087

# WEBSITE: MERCURYINSURANCEOPEN.COM

- Links to MercuryInsuranceOpen.com from the following websites:

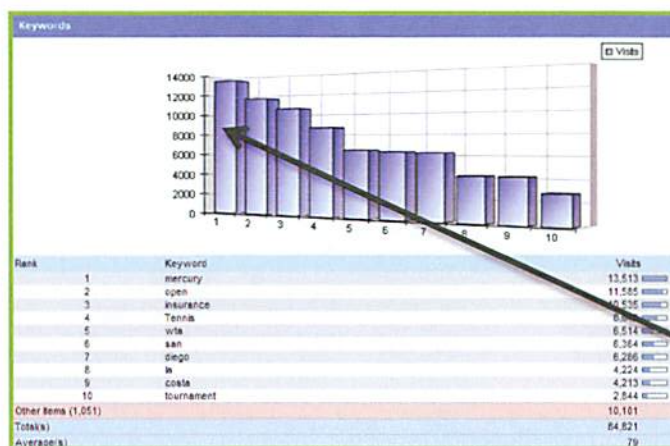
- American Express
- Andalucia
- ATP Tour
- Avandé
- bollé
- cricket
- Dell
- DJO
- Evian
- Jerome's Furniture
- LaCosta Resort and Spa
- La Vie Grand Manier
- Molly Dooker
- Olympus
- Paul Hastings
- Penn
- SanDiego.org
- San Diego Union Tribune
- SDCityBeat.com
- Sony Ericsson WTA Tour
- SPDR
- Taylor & Pond
- Tennis Channel
- Time Warner Cable
- Tipperary Crystal
- US Open Series
- USTA
- VisitCarlsbad.com
- Wolfpack Sign Group
- Yonex
- 100.7 JACK FM
- 760 KFMB



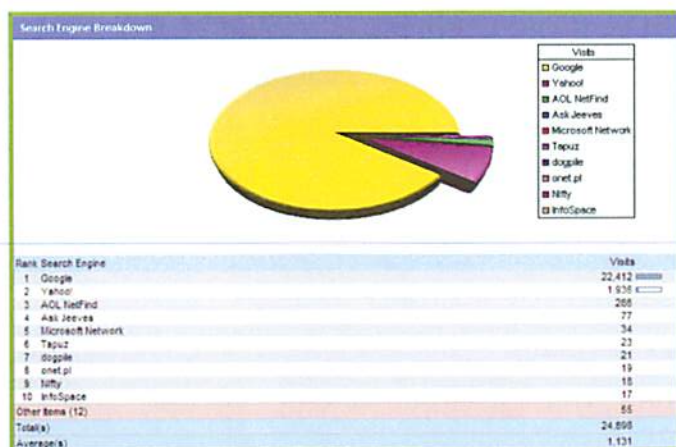


# WEBSITE: MERCURYINSURANCEOPEN.COM

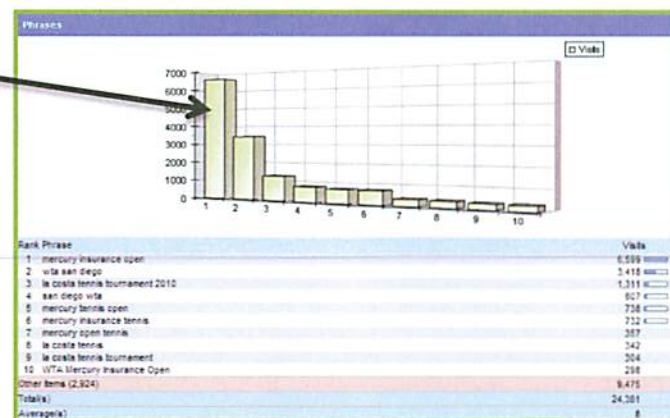
- Search Engines
  - Term used: "Mercury Insurance Open"
    - Google: 5,310,000 results
    - Bing: 54,300,000 results
    - Yahoo: 59,000,000 results
- Online News Articles
  - Term used: "Mercury Insurance Open"
    - Google News: 448 results
    - Bing News: 55,000 results
    - Yahoo News: 538 results



Keyword "Mercury" drove 13,513 visits

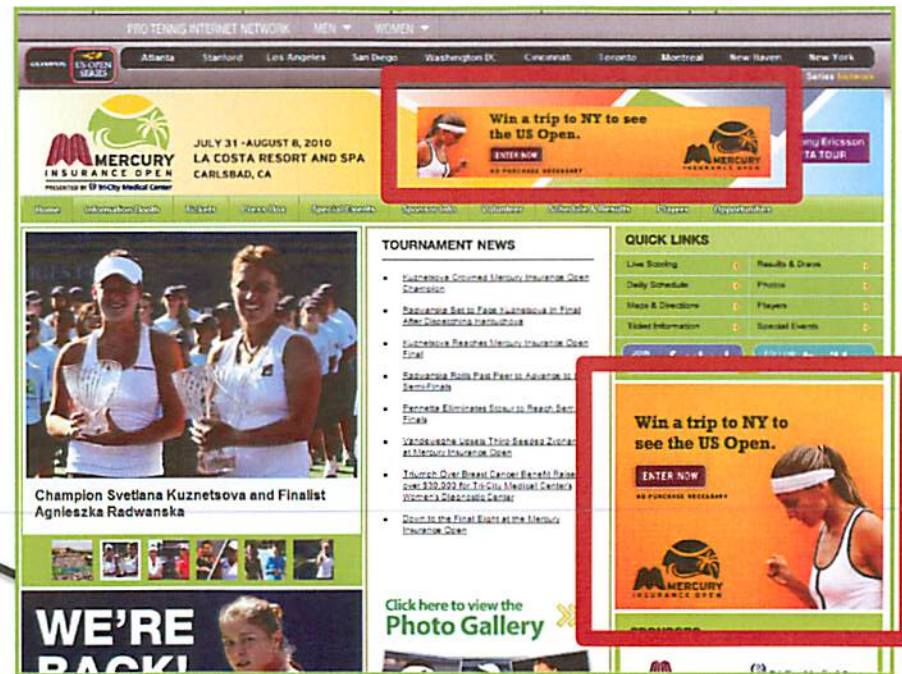


Phrase "Mercury Insurance Open" drove 6,599 visits



# BANNER ADS

Mercury Insurance has three banner ads on the Mercury Insurance Open website. Since June 16, they received 269,290 views and 226 clicks.





## US OPEN SERIES: RADIO

The Mercury Insurance Open gains added value from the Olympus US Open Series media plan. The OUSOS provides over 25,000 radio ads via Westwood One media.

	June				July				August				
	31	7	14	21	28	5	12	19	26	2	9	16	23
				Wimbledon			Olympus US Open Series						
Westwood One													



## MERCURY INSURANCE OPEN: RADIO

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- The Mercury Insurance Open was mentioned in over 50,000 30 second units!
- KFMB Radio (July 19-August 8, 2010):
  - A minimum of 701 recorded on-air promos (75 on JACK FM and 126 on 760 KFMB)
  - A minimum of 105 :10 recorded on-air promos (45 on JACK FM and 60 on 760 KFMB) in conjunction with JACK's Club and the 760 Rewards
  - Inclusion on front page graphic for three weeks on both JACK FM and 760 KFMB sites with link to event info page to include logos, link, and copy
  - Inclusion in a minimum of one JACK FM Newsletter and one 760 Newsletter
  - Inclusion in an exclusive rocketblast sent to the JACK FM and 760 KFMB databases to promote event with all event and sponsor details.
  - Both stations on-site closing weekend of the event
- National Public Radio (September 24-28)
  - The Mercury Insurance Open will be mentioned in the public-radio show "A Way with Words," airing on NPR stations in 70 cities nationwide



# US OPEN SERIES: TELEVISION ADVERTISING

The Mercury Insurance Open gains added value from the Olympus US Open Series media plan.

	June				July					August				September				
	31	7	14	21	28	5	12	19	26	2	9	16	23	31	6	13	20	27
				Wimbledon				Olympus US Open Series						US Open				
NBC					Men's Final (Sun 7/4)													
CBS																		
ESPN / ESPN 2																		
The Tennis Channel																		
Local Networks in Top Markets (includes Good Morning America & Today Show)																		
WTT																		
HOF																		



# MERCURY INSURANCE OPEN: TELEVISION BROADCAST

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- Local
  - A total of 1,211 :30 second spot commercials were aired to promote the Mercury Insurance Open on Time Warner Cable in San Diego and North County.
- National
  - Eight hours of tournament coverage on ESPN 2
  - 16 total commercial spots during the ESPN2 national event broadcasts
  - A minimum of one opening and closing billboard on each ESPN2 broadcast
  - 12 hours of tournament coverage on the Tennis Channel
  - Verbal mention of Mercury Insurance sponsorship by television announcers
  - Mercury Insurance on-court signage was prominently featured in all tournament telecasts
  - Mercury Insurance name appeared on-screen periodically during all tournament broadcasts
  - Mercury Insurance executive interview prior to the finals match, featured on ESPN2 as a 30-second commercial spot
  - Mercury Insurance representative made the televised on-court prize money and trophy presentations to the singles and doubles champion





## MERCURY INSURANCE OPEN: TELEVISION BROADCAST

Date	Telecast Time	Broadcaster
Friday, August 6 (Quarterfinals)	12:00pm-2:00pm 8:00pm-10:00pm 10:00pm-12:00am (delay)	Tennis Channel ESPN 2 ESPN 2
Saturday, August 7 (Semifinals)	1:00pm-3:00pm 7:00pm-9:00pm	Tennis Channel ESPN 2
Sunday, August 8 (Finals)	2:00pm-4:00pm 8:30pm-10:00pm (Doubles—delay)	ESPN 2 Tennis Channel

Network	Date	Day	Start	End	Match	HH Rtg.	HH Imp.	P2+	P2+ Imp
ESPN2	6-Aug-10	FRI	11:00PM	1:16AM	Radwanska/Peer Quarterfinal	0.2	185,276	0.1	232,517
ESPN2	7-Aug-10	SAT	1:16AM	4:00AM	Kuznetsova/Vandeweghe Quarterfinal	0.1	124,745	0.1	154,228
ESPN2	7-Aug-10	SAT	10:00PM	12:23AM	Radwanska/Hantuchova Semifinal	0.2	192,920	0.1	217,879
ESPN2	8-Aug-10	SUN	5:44PM	6:52PM	Radwanska/Kuznetsova Final	0.3	322,011	0.2	394,848



## US OPEN SERIES: PRINT ADVERTISING

The Mercury Insurance Open gains added value from the Olympus US Open Series media plan.

	June				July					August			
	31	7	14	21	28	5	12	19	26	2	9	16	23
				Wimbledon				Olympus US Open Series					
Sports Business Journal								Full Page 4C (Mon 7/19)					
New York Times								Jr. Page 4C (Fri 7/23)			1/4 Page 4C (Fri 8/13)		
Tennis Magazine							2 Page Spread 4C (July/Aug issue)						
USTA Magazine		Full page San Diego Union Tribune supplement					Full coverage in digital issue plus 2 Page Spread 4C (July/Aug Issue)						
Inside Tennis							1/2 Page 4C (July issue)						
Local Newspaper Tournament Ads													
OUSOS Tournament Programs													



# PRINT ADVERTISING



- Mercury Insurance name and logo (via the event mark) included in all tournament-related advertising and promotional materials including:
  - Tournament stationary
  - Press releases
  - Tournament program cover
  - Transportation vehicle signs
  - Mass mailings
  - Newspaper/ magazine advertising
  - Brochures
  - Tickets
  - Posters
  - Counter cards
  - Draw sheets
  - Credentials
  - Tournament promotions (e.g. Kid's Day, Group Day, USTA Fan Appreciation Day)



# DIRECT MAIL

- The official Mercury Insurance Open tournament brochure was mailed locally to 30,000 addresses and distributed to most of the Southern California Tennis and school facilities.
- 1,000 posters and 2,500 souvenir programs along with the daily draw sheet were distributed.
- The Mercury Insurance Open will be featured in the September issue of the Ranch and Coast magazine ([www.ranchandcoast.com/](http://www.ranchandcoast.com/))



# PRINT ADVERTISING



PRESENTED BY Tri-City Medical Center



## WE'RE BACK!

The top women's tennis players return to La Costa

JULY 31-AUGUST 8, 2010  
LA COSTA RESORT AND SPA

For tickets call (760) 930-7032  
MercuryInsuranceOpen.com

Sony Ericsson  
WTA TOUR

OLYMPUS  
US OPEN  
SERIES



JULY 31-AUGUST 8, 2010  
LA COSTA RESORT AND SPA  
CARLSBAD, CALIFORNIA



## MERCURY INSURANCE OPEN

### WIN A TRIP TO THE 2010 US OPEN!

Tennis fans, here's your chance to win some great prizes and see the world's best pros compete live and in person!

- Win a trip to the US Open in New York City!
- Win a weekend at La Costa Resort and Spa
- Get a free ticket to the Mercury Insurance Open
- Win Mercury Insurance Open VIP packages

### MERCURY INSURANCE OPEN SPECIAL OFFERS FOR MERCURY CUSTOMERS

- Buy one ticket, get one free
- Half price parking
- 30% off VIP packages
  - VIP Parking
  - Hospitality Access
  - Courtside Seats
  - Lunch or Dinner

mercuryinsuranceopen.com/customers

### Not a MERCURY Customer?

What are you waiting for? Get a fast, free quote at [mercuryinsuranceopen.com](http://mercuryinsuranceopen.com) and sign up today to receive these and other great benefits.

Purchase tickets and learn more at [www.mercuryinsuranceopen.com](http://www.mercuryinsuranceopen.com)

12



# PRINT ADVERTISING





## US OPEN SERIES: DIRECT MAIL & PROMOTIONS

The Mercury Insurance Open gains added value from the Olympus US Open Series media plan. The OUSOS marketing materials were mailed nationally to all USTA members.

	June				July					August			
	31	7	14	21	28	5	12	19	26	2	9	16	23
				Wimbledon			Olympus US Open Series						
USTA Member Events Booth													
USTA Member/Ticket Database													
Local Tournament Direct Mail													
Email Blasts to USTA Database													

# SIGNAGE



- Video Wall/ Scoreboard Announcements
  - Three 30-second commercial rotations on the video walls at Stadium Court per match
  - Three scoreboard announcements at Stadium Court per match
- On-Site Signage:
  - Mercury Insurance logo on the back and side walls of the Stadium Court
  - One panel on each of two scoreboards on Stadium Court and the Grandstand Courts
  - Tournament logos located at the tournament site entrance and through the event site
  - Event signage at the Media Center entrance
  - Directional signs placed throughout site with tournament logo
  - Tournament trophy on display at tournament site throughout the year
  - Tournament logo prominently featured on tournament merchandise, volunteer uniforms and ball kids' uniforms
- Off-Site Signage:
  - Signage behind the players on stadium back walls in the Rivera Country Club, the San Diego Tennis & Racquet Club and the Rancho San Clemente Tennis & Fitness Club.
  - Signage outside of La Costa facing incoming traffic on El Camino Real on both North and South sides.
  - Three additional street signs in three heavy traffic locations in the City of Carlsbad

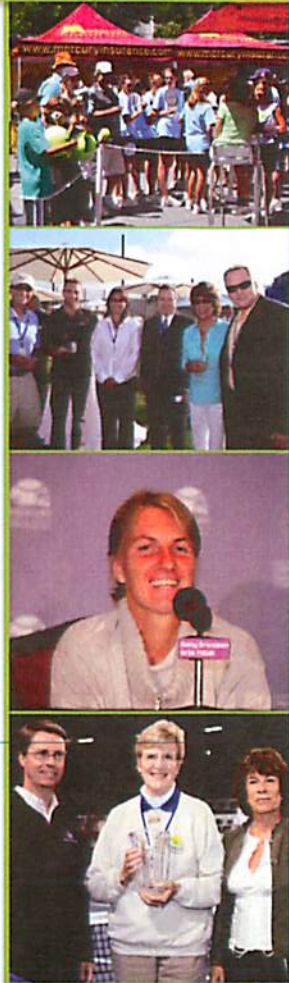


# MERCURY INSURANCE HOSPITALITY



- Accommodation at the La Costa Resort and Spa
  - Three rooms for the duration of the tournament plus three additional rooms available at a discounted rate
  - One additional complimentary room for three nights on the weekend
  - 15 rooms at the La Costa Resort and Spa available throughout the year
- US Open
  - Two VIP tickets to two sessions at the 2010 US Open
  - Hotel accommodations for three nights in New York City
  - Round-trip, coach-class airfare for two from Los Angeles or San Diego to New York City

# MERCURY INSURANCE HOSPITALITY



- Tickets
  - 20 VIP terrace box seats per session
  - 36 VIP courtside box seats per session
  - Up to 5,000 reserved tickets for consumer promotions and sales incentives
  - 24 VIP parking passes per session
- Tournament booth
  - Tournament booth from Monday to Friday
  - Autograph sessions with complimentary tennis ball merchandise as giveaways
- Inside Access
  - 40 credentials
  - 12 passes for dining at player/sponsor hospitality tent per session
  - Access to on-site locations for corporate hospitality functions and photograph opportunities with players
  - Ten entries into the Pro-am event
  - Mercury Insurance golf outing at the La Costa Resort and Spa
  - Invited to sponsor roundtable event





**Mercury Insurance Open****Invoice**

Octagon, Inc.  
1751 Pinnacle Drive  
Suite 1500  
MCLEAN VA 22102  
USA

Colette Winston  
T: +1 703-905-3300  
F: +1 703-905-4495  
colette.winston@octagon.com  
www.Octagon.com

Carlsbad Tourism Business  
Improvement District  
1200 Carlsbad Village Drive  
Carlsbad CA 92008

**Invoice No:**  
**Payment Ref:**  
**Invoice Date:**

**1010481447**  
**11021179**  
November 08, 2010

Page 1/1

Description	Amount
	USD
	10,000.00
Grant Billing: Inside Tennis: \$3,000; Rich Schloss Communications: \$4,000 Sign of San Diego (Dedio & Associates): \$1,875 Southport Marketing: \$1,125	
<b>Job total</b>	<b>10,000.00</b>
<b>Invoice Total</b>	<b>10,000.00</b>

The above invoice amount is based on payment by check or wire transfer. If you prefer to pay by using a Visa, MasterCard or Discover Card, then a service fee of 3.0% of the above invoice amount will be added to the payment. If you prefer to pay by American Express, then a service fee of 3.5% of the above invoice amount will be added to the payment.

**Bank Remittance Details**

Account name: Octagon, Inc.  
Bank: CitiBank  
ABA: 021000089  
SWIFT: CITIUS33  
Account Number: 30814523

**Lock Box Details**

Octagon, Inc.  
P.O. Box 7247-7775  
Philadelphia PA 19170-7775

**Payment Terms**

Payment due upon receipt  
Please make check payments payable to Octagon Inc.

Please quote the following when making payments

1010481447  
11021179

Federal Tax ID: 521287224  
A member of the Interpublic Group Inc.

600



# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

AB#	04-11-63	<i>Proposal from VisitCarlsbad (Carlsbad Convention and Visitors Bureau)</i>	CTBID STAFF	
MTG.	4-6-11		GENERAL	
DEPT.	City Mgr		COUNSEL	

## RECOMMENDED ACTION:

Receive report from VisitCarlsbad and direct staff accordingly.

## ITEM EXPLANATION:

Since the inception of the Carlsbad Tourism Business Improvement District (CTBID), the CTBID Board has contracted with Carlsbad Convention and Visitors Bureau 501C-6 corporation (dba VisitCarlsbad) to provide tourism marketing services for Carlsbad. The scope of those services have included operation of the visitor center, web site development and administration, print and internet advertising, public relations and various other tourism marketing activities identified in the contract for that fiscal year. The VisitCarlsbad Board develops the scope of work and presents it to the CTBID Board for approval along with the proposed budget for the work. This budget is included in the CTBID annual budget.

The VisitCarlsbad Board has developed the 2011-12 proposed budget and program of work presented at Exhibit 1. The CTBID Board should receive their report and discuss the proposal. Following the discussion, if the Board would like to contract with VisitCarlsbad to provide these services for 2011-12, the CTBID Board should direct staff to bring back the contract for adoption at the next Board meeting.

## FISCAL IMPACT:

For the fiscal year 2011-12, projected revenues for the CTBID are estimated at \$800,000. The total payment for these proposed services for the twelve-month period is \$744,582.

## ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 15738 (b)).

## EXHIBITS:

1. Proposed budget and program of work for tourism promotion services from VisitCarlsbad for the period July 1, 2011 through June 30, 2012.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-277-5203, [cheryl.gerhardt@carlsbadca.us](mailto:cheryl.gerhardt@carlsbadca.us)


### FOR CITY CLERKS USE ONLY.

BOARD ACTION:	APPROVED	<input type="checkbox"/>	CONTINUED TO DATE SPECIFIC	<input type="checkbox"/>	_____
	DENIED	<input type="checkbox"/>	CONTINUED TO DATE UNKNOWN	<input type="checkbox"/>	
	CONTINUED	<input type="checkbox"/>	RETURNED TO STAFF	<input type="checkbox"/>	
	WITHDRAWN	<input type="checkbox"/>	OTHER – SEE MINUTES	<input type="checkbox"/>	



# FY12 VISIT CARLSBAD BUDGET - WORKING

EXHIBIT 1



	FY11 Forecast	FY11 Budget	Variance	Proposed FY12 Final Budget	% Variance to FY11 Forecast	
<b>INCOME</b>						
Public Sources						
CTBID Revenues	742,548	744,582	(2,034)	744,582		0%
City of Carlsbad						
Total Public Sources	742,548	744,582	(2,034)	744,582		
TOTAL INCOME	742,548	744,582		744,582		0%
<b>EXPENSE</b>						
Labor						
Salaries	186,430	186,430	0	195,751	1	5%
Payroll Taxes	15,309	15,309	0	16,074	1	5%
Benefits	23,000	22,309	(691)	27,714		17%
Total Labor	224,739	224,048	(691)	239,539		6%
Promotional Programs						
Advertising & Production	50,000	60,000	10,000	20,000	2	-150%
Research	4,800	5,000	200	5,000		4%
Outside Services-Interactive Marketing	313,490	309,000	(4,490)	355,000	3	12%
Outside Services-Group Direct Sales	50,000	60,000	10,000	50,000	4	0%
Travel & Entertainment	6,000	10,000	4,000	10,000		40%
Dues & Subscription	9,200	9,500	300	10,000		8%
Collateral Production & Fulfillment	35,065	37,609	2,544	26,000	5	-35%
Total Promotional Programs	468,555	491,109	22,554	476,000		2%
Bulk Mail	6,100	0		-	6	
General Administration						
Bank Charges	1,050	600	(450)	1,100		5%
Equipment Rental & Maintenance	3,500	4,600	1,100	4,000		13%
Facility Repair & Maintenance	80	80	0	108		26%
Insurance	2,310	2,300	(10)	2,400		4%
Office Supplies	2,500	4,000	1,500	3,000		17%
Postage	1,100	1,200	100	1,200		8%
Taxes	105	45	(60)	135		22%
Telephone	6,500	5,000	(1,500)	5,500		-18%
Professional Services (legal, audit)	5,000	6,900	1,900	5,500		9%
Volunteer Program	975	1,000	25	1,000		3%
Miscellaneous	1,500	900	(600)	500		-200%
Utilities	3,200	2,800	(400)	3,700		14%
Computer Expense	150	-	-150	900		83%
Total G&A	27,820	29,425	1,605	29,043		4%
TOTAL EXPENSE	721,114	744,582		744,582		3%
OVER/(UNDER)	21,434	0		0		

## FOOTNOTES

- 1 Merit increase of 5%
- 2 Reduced advertising and production by \$30,000
- 3 Increase in interactive marketing due to decrease in fulfillment and advertising/production
- 4 Funds to be used in interactive marketing campaign for group meetings business
- 5 Reduced fulfillment costs due to decrease in visitor guides
- 6 Bulk mail costs included in Collateral Production & Fulfillment

Approved by VisitCarlsbad Board of Directors





FY12 -- PROGRAM OF WORK - PROPOSED  
VISIT CARLSBAD

Strategy and Tactics	Timing				Budget	Comments
	Q1	Q2	Q3	Q4		
Prioritize and develop market intelligence on the leisure travel segment						
Extract Carlsbad visitor information from SDCVB Visitor Profile Study		√			5,000	SDCVB Research Center
Expand STR subscription to include key competitive markets	√	√	√	√		
Manage Interactive Agency Program of Work	√	√	√	√	355,000	Mindgruve
Including pay-per-click advertising, online banner advertising, email marketing, content development, social media, promotions						
Review CTBID Grant applications and make funding recommendations to the CTBID Board	√					Board evaluation
Develop partnerships and coop advertising opportunities		√			20,000	66 % reduction YOY
Produce print advertising for inclusion on State and local DMO programs	√					
Manage visitor publications and fulfillment	√	√	√	√	26,000	30% reduction YOY
Evaluate how to scale back distribution costs						
Evaluate different models for providing visitor information						
Earn unpaid media exposure through public relations						
Pitch story ideas, whats new, host travel writers	√	√	√	√		
Coordinate media FAMs in partnership with regional DMOs						
Travel & entertainment	√	√	√	√	10,000	
Contracting for Meetings Market Leads/Bookings						
Interactive/email campaigning for group business	√	√	√	√	50,000	
Partnerships & subscriptions with regional and national tourism organizations	√	√	√	√	<u>10,000</u>	DMAI database Regional DMO memberships
<b>TOTAL PROMOTIONAL PROGRAM OF WORK</b>					<b>476,000</b>	



## CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

AB#	04-11-64	Proposed Carlsbad Redemption Marketing District	CTBID STAFF
MTG.	4-6-11		GENERAL
DEPT.	City Manager		COUNSEL

### RECOMMENDED ACTION:

Adopt Resolution No. 2011-2 directing staff to forward Exhibit 2, to the City Council with a recommendation to commence the legal proceedings for the formation of a second business improvement district in Carlsbad known as the Carlsbad Redemption Marketing District ("CRMD").

### ITEM EXPLANATION:

At the CTBID's March 2nd Board meeting, the Board discussed whether or not to consider increasing the CTBID assessment. The Board decided that due to current economic conditions it did not think there would be sufficient support to increase the assessment fee at this time. However, Board Chair Tim Stripe said that his group would be interested in looking at other revenue raising options.

John Lambeth, Tim Stripe's attorney, has been working closely with City Attorney Ron Ball to develop the attached resolution which would commence the legal proceeding to form a second business improvement district in Carlsbad to be known as the Carlsbad Redemption Marketing District (CRMD). This proposed CRMD would include all lodging businesses within the City of Carlsbad that have a redemption stay program and have elected to participate in the CRMD program. The proposed assessment to be levied is \$2.00 per occupied room night. The CRMD advisory board members shall be the same as the CTBID Board excluding any CTBID Board member who represents a business not assessed by the proposed CRMD, but no less than three board members.

Exhibit 2 is the proposed City Council resolution that would be presented to the City Council for the creation of the new CRMD.

### FISCAL IMPACT:

None.

### ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 15738 (b)).



**EXHIBITS:**

1. Resolution No.: 2011-2 directing staff to forward Exhibit 2 to the City Council with a recommendation to commence the legal proceedings for the formation of a second business improvement district in Carlsbad known as the Carlsbad Redemption Marketing District.
2. Proposed Resolution of the Carlsbad City Council declaring intention to form the Carlsbad Redemption Marketing District.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-277-5203, [cgerh@ci.carlsbad.ca.us](mailto:cgerh@ci.carlsbad.ca.us)

***FOR CITY CLERKS USE ONLY.***

<b>BOARD ACTION:</b>	<b>APPROVED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE SPECIFIC</b>	<input type="checkbox"/> _____
	<b>DENIED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE UNKNOWN</b>	<input type="checkbox"/>
	<b>CONTINUED</b>	<input type="checkbox"/>	<b>RETURNED TO STAFF</b>	<input type="checkbox"/>
	<b>WITHDRAWN</b>	<input type="checkbox"/>	<b>OTHER – SEE MINUTES</b>	<input type="checkbox"/>
	<b>AMENDED</b>	<input type="checkbox"/>		

**RESOLUTION NO. 2011-2****RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
CARLSBAD TOURISM BUSINESS IMPROVEMENT  
DISTRICT, DIRECTING STAFF TO FORWARD PROPOSED  
RESOLUTION TO CITY COUNCIL TO FORM A SECOND  
BUSINESS IMPROVEMENT DISTRICT**

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**WHEREAS**, the City Council of the City of Carlsbad adopted Ordinance No. NS-778 enacting Chapter 3.37 of the Carlsbad Municipal Code on November 15, 2005 thereby creating the Carlsbad Tourism Business Improvement District (CTBID); and

**WHEREAS**, the primary purpose of the CTBID is to promote tourism and provide services to visitors to the City of Carlsbad; and

**WHEREAS**, the CTBID Board has considered the formation of a second district known as the Carlsbad Redemption Marketing District (CRMD); and

**WHEREAS**, the formation of the CRMD would need to be commenced by resolution of the Carlsbad City Council; and

**WHEREAS**, the CTBID Board has reviewed the proposed resolution shown at Exhibit 2 which defines the CRMD district; and

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Carlsbad Tourism Business Improvement District, as follows:

1. That the above recitations are true and correct.
2. That the CTBID staff is directed to forward the proposed resolution to the City Council with a recommendation to commence the legal proceedings to form a second business improvement district in Carlsbad known as the Carlsbad Redemption Marketing District.
3. That the CTBID Chairperson is hereby authorized to approve the agreement between the CTBID and VisitCarlsbad in a form acceptable to the CTBID General Counsel for the procurement of the described services.

66



**PASSED, APPROVED, AND ADOPTED** at a regular meeting of the Board of  
Directors of the Carlsbad Tourism Business Improvement District on the \_\_\_\_ day of  
\_\_\_\_\_ 2011, by the following vote to wit:

AYES:

NOES:

ABSENT:

\_\_\_\_\_  
TIM STRIPE  
Chairperson

ATTEST:

\_\_\_\_\_  
LORRAINE WOOD  
Pro Tem Clerk of the  
Carlsbad Tourism Business Improvement District

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARLSBAD DECLARING ITS INTENTION TO FORM THE CARLSBAD REDEMPTION MARKETING DISTRICT, FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND PUBLIC HEARING THEREON, AND GIVING NOTICE THEREOF**

**WHEREAS**, the City of Carlsbad ("City") desires to establish a Business Improvement District ("BID") which shall be called the Carlsbad Redemption Marketing District ("CRMD") and levying an assessment on lodging businesses within the CRMD boundaries; and

**WHEREAS**, the Parking and Business Improvement Area Law of 1989, Streets and Highways Code §36500 et seq., authorizes cities and counties to establish parking and business improvement areas for the purpose of tourism promotion; and

**WHEREAS**, lodging business owners within the proposed CRMD have requested the Carlsbad City Council establish such an improvement area; and

**WHEREAS**, lodging businesses have facilitated the request to form the CRMD and the City Council desires to establish an advisory board to make reports and recommendations to it regarding the activities provided by the proposed CRMD.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Carlsbad as follows:

1. The recitals set forth herein are true and correct.
2. The City Council declares its intention to form the CRMD and to levy and collect assessments within the CRMD boundaries pursuant to the Parking and Business Improvement Area Law of 1989, Streets and Highways Code §36500 et seq. The boundaries of the CRMD shall be the boundaries of the City of Carlsbad.
3. The name of the area shall be the Carlsbad Redemption Marketing District.
4. The City Council intends to form the CRMD to administer marketing and visitor programs to promote the City of Carlsbad as a visitor destination for redemption stays, to promote national branding initiatives for redemption programs which include assessed hotels, to fund other branding initiatives, and to fund programs and activities that benefit lodging businesses within the boundaries of the district.
5. The proposed CRMD will include all lodging businesses within the City of Carlsbad that have a redemption stay program and have elected to receive the redemption stay program. The assessment is proposed to be levied on all participating lodging businesses, existing and in the future, within the CRMD based upon \$2.00 per occupied paid room per night. Except where funds are otherwise available, an assessment will be levied annually to pay for the programs and activities within the district. New lodging businesses within the CRMD boundaries will not be exempt from the levy of assessment as authorized by Streets and

Highways Code §36531. The CRMD shall not include stays over thirty days, or stays by any federal or state employee when on government business.

6. The total CRMD assessment collected in year one is estimated to be \$385,000. The funds raised shall be spent to promote redemption stay tourism within the boundaries of the CRMD and pay for related administrative costs.
7. Funds remaining at the end of any CRMD term may be used in subsequent years in which CRMD assessments are levied as long as they are used consistent with the requirements of this Resolution. Upon withdrawal of any business from the CRMD, any remaining funds collected from that business will be spent consistent with the provisions of the Carlsbad Tourism Business Improvement District. Upon termination of the CRMD, any remaining funds will be spent consistent with the provisions of the Carlsbad Tourism Business Improvement District.
8. The City of Carlsbad will collect the assessment on a monthly basis from the lodging businesses within the CRMD. The City of Carlsbad will retain two percent (2%) of the amount collected to cover costs of collection.
9. Each lodging business assessed by the CRMD shall submit a quarterly accounting of expenses for CRMD activities to the advisory board. The advisory board shall review the quarterly accounting for compliance with CRMD regulations and report the amount expended on allowed CRMD activities to the City. The City shall reimburse each business for CRMD-activity-related expenses in an amount not to exceed the amount of assessment collected from that business minus two percent.
10. The City council shall make all appointments to the CRMD advisory board. There shall be at least three, and no more than seven, members appointed to the advisory board. All board members shall be representatives of assessed lodging businesses. The CRMD advisory board members shall be the same members as those appointed to the Carlsbad Tourism Business Improvement District advisory board, excluding any member of that advisory board who represents a business not assessed by the proposed CRMD.
11. The CRMD advisory board shall submit an annual report, which shall include a budget for operations and an identification of the marketing efforts to be undertaken by the CRMD for the ensuing calendar year, to the Carlsbad City Council pursuant to Streets and Highways Code §36533. The annual report will include a listing of the lodging businesses proposed to be included in the CRMD for the following year and a signed affirmation of intent to be included in the CRMD for the following year from each business.
12. The time and place for a public meeting for comments on the proposed CRMD and the levy of assessments are set for \_\_\_\_\_ in the City Council chambers located at 1200 Carlsbad Village Drive, Carlsbad, CA 92008.



13. The time and place for the public hearing to form the CRMD and levy assessments are set for \_\_\_\_\_ in the City Council chambers located at 1200 Carlsbad Village Drive, Carlsbad, CA 92008.
14. At the public meeting and public hearing the testimony of all interested persons for or against forming the CRMD, the extent of the CRMD, or the furnishing of specified types of improvements or activities will be heard.
15. A protest against forming the CRMD, the extent of the CRMD, or the furnishing of a specified type of program or activity, as provided in Streets and Highways Code §36524, may be made in writing. To count in a protest against the CRMD, a protest must be made in writing. A written protest may be withdrawn, in writing, at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person signing the protest is interested, sufficient to identify the business and its address. If the person signing the protest is not shown on the official records of the City of Carlsbad as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. If the owner of the business is a corporation, LLC, partnership or other legal entity, the authorized representatives for the entity shall be authorized to sign the protest. Any protest as to the regularity or evidence of the proceedings shall be in writing and clearly state the irregularity or defect to which objection is made. Written protests must be received by the Clerk of the City of Carlsbad before the close of the public hearing scheduled herein, and may be delivered or mailed to the City Clerk at 1200 Carlsbad Village Drive, Carlsbad, CA 92008.
16. If, at the conclusion of the public hearing, there are of record written protests by the owners of businesses within the CRMD that will collectively pay fifty percent or more of the total CRMD assessment, no further proceedings to form the CRMD shall occur for a period of one year from the date of the finding of a majority protest. If the majority of written protest is only as to a proposed improvement or activity, then that type of improvement or activity shall not be included in the CRMD.
17. Further information regarding the proposed CRMD may be obtained from the City Clerk, at 1200 Carlsbad Village Drive, Carlsbad, CA 92008.
18. The City Clerk is instructed to provide notice of the public meeting and public hearing as follows:
  - a. Publish this Resolution of Intention in a newspaper of general circulation in the City of Carlsbad at least seven days before the hearing; and
  - b. Mail a complete copy of this Resolution of Intention to each and every business owner proposed to be assessed in the CRMD within seven days of the adoption of this Resolution.

19. This resolution shall take effect immediately upon its adoption, and the City Clerk shall certify the vote adopting this resolution.

**PASSED, APPROVED AND ADOPTED** at a regular meeting of the City Council held on the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, by the following vote:

**AYES:**

**NAYES:**

**ABSENT:**

**ABSTAIN:**

\_\_\_\_\_  
**Mayor**

**ATTEST:**

\_\_\_\_\_  
**City Clerk**